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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Go to Forbidden Domains

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have chosen to Forbid the following Domains from launching your Corporate-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

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Back Add Domain Finish

FIG. 49N5

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Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 49N6



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks
Set Corporate Specific Virtual Kiosk Display Mode | Corporate Specific Virtual Kiosk Display Mode | Corporate Specific Virtual Kiosk Display Mode | Corporate Specific Virtual Kiosk Display Mode

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the corporate-specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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FIG. 4901



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Corporate-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark



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FIG. 4902



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

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FIG. 4903

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks
Set Virtual Kiosk Properties | Set Virtual Kiosk Properties | Set Virtual Kiosk Properties | Set Virtual Kiosk Properties | Set Virtual Kiosk Properties

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Name: Corporate-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Corporate-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID

Here will go the virtual kiosk ID

Vendor

Here will go the vendor

Virtual Kiosk Name

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FIG. 4904



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Customize Corporate-Specific Virtual Kiosk

<input type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
---	---	--

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Corporate-Specific Virtual Kiosk click the Next button.

Corporate-Specific Virtual Kiosk Name
Trek@Cycles 2002

Corporate-Specific Serial Number
09890-0989

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FIG. 4905



<http://www.brandkeysystems.com/bk-deliver/m-launch-corporate-create-5.html>

<file:///F:/www/brandkey/bk-deliver/HTML/atuktdp.htm>

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Switch Virtual Kiosk | Set Virtual Kiosk Name | Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Customize Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Corporate-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Corporate-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Corporate Logo:

Geometric Layout: square ☒

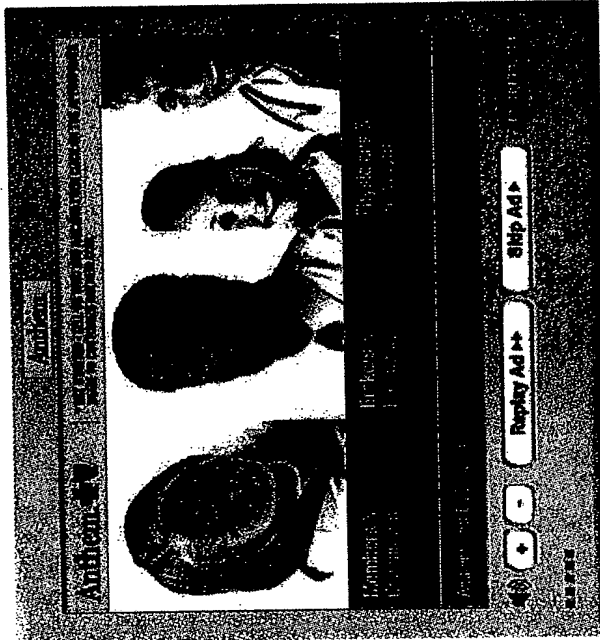
Surface Texture: Black ☒

Surface Color: Black ☒

Button Style Set: square ☒

Button Color Set: Black ☒

Virtual Kiosk



Preview

Confirm

FIG. 4906

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FIG. 4907



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Configuration of Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Corporate-Specific Virtual Kiosks, you can now Modify or Deploy these Corporate-Specific Virtual Kiosks.

Corporate-Specific Virtual Kiosk Serial Number

Corporate-Specific Virtual Kiosk Name	Corporate-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

4 | 4 Back 1 2 3 4 5 Next | >>

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FIG. 4908



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Select the Corporate Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X

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FIG. 49 P1



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Modify the Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode: ☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: ☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

FIG. 49PZ

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Modify the Corporate Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Corporate-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

table border="0">
Virtual Kiosk Serial Number:	09009876-09
Virtual Kiosk Name:	Virtual Kiosk Name
Virtual Kiosk Mode:	Promo-Spot Display Mode
Allow Retailer Installation:	Yes
Allow Industrialist Installation:	No
Allow Consumer Installation:	Yes
Virtual Kiosk Status:	Deployed-Activated

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FIG.4993



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Edit Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Corporate-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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Add Brand Finish

FIG. 4984

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Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Search for Brand Entity

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM

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FIG. 49P5



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select Brand Entities

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

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Next

FIG. 49P6

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Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Corporate-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here
ID: 0944930-9388399
Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

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FIG. 49 P7



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Corporate-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Corporate-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Corporate-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Corporate-Specific Virtual Kiosk from any web page once the image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Corporate-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Corporate-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 49Q1

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 49 Q2



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q3A



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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FIG. 49Q3B



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

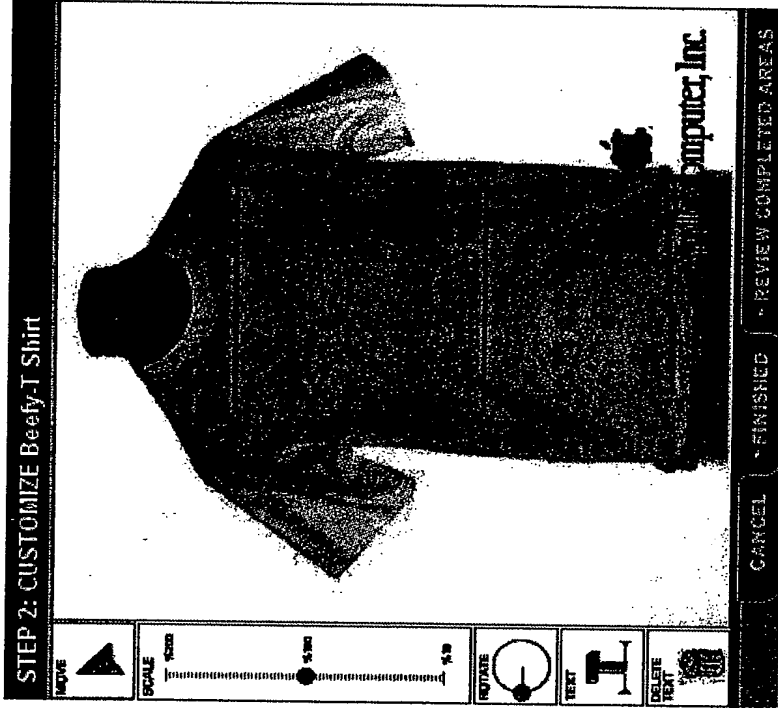
Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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Fig. 49 & 3c



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FIG. 49Q3D

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-3d.html

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Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

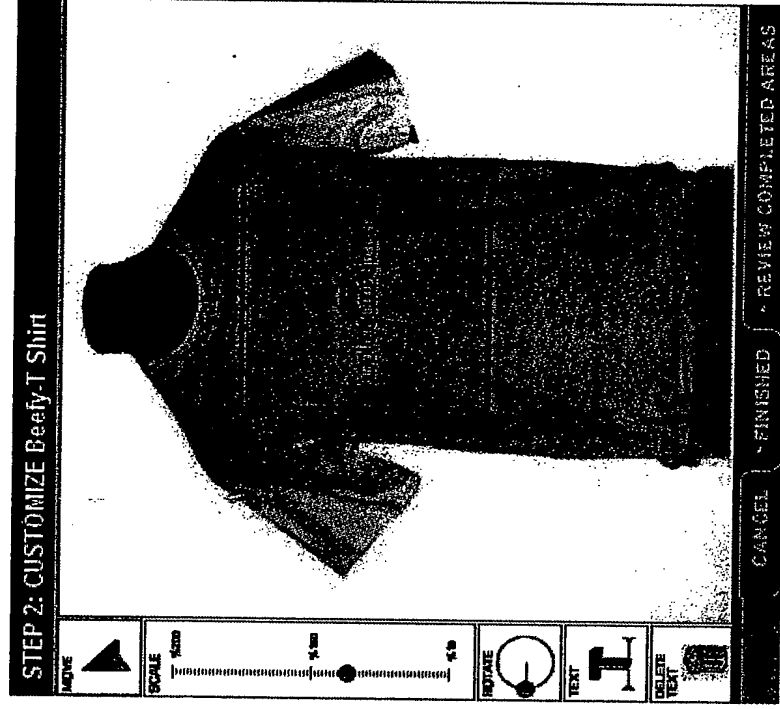
Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Corporate-Specific Virtual Kiosk.



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FIG. 49Q3E



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FIG. 49Q3F



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosk | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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Back Next

FIG. 49Q3G



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Select Corporate Specific Virtual Kiosk Using the box

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q 3H



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

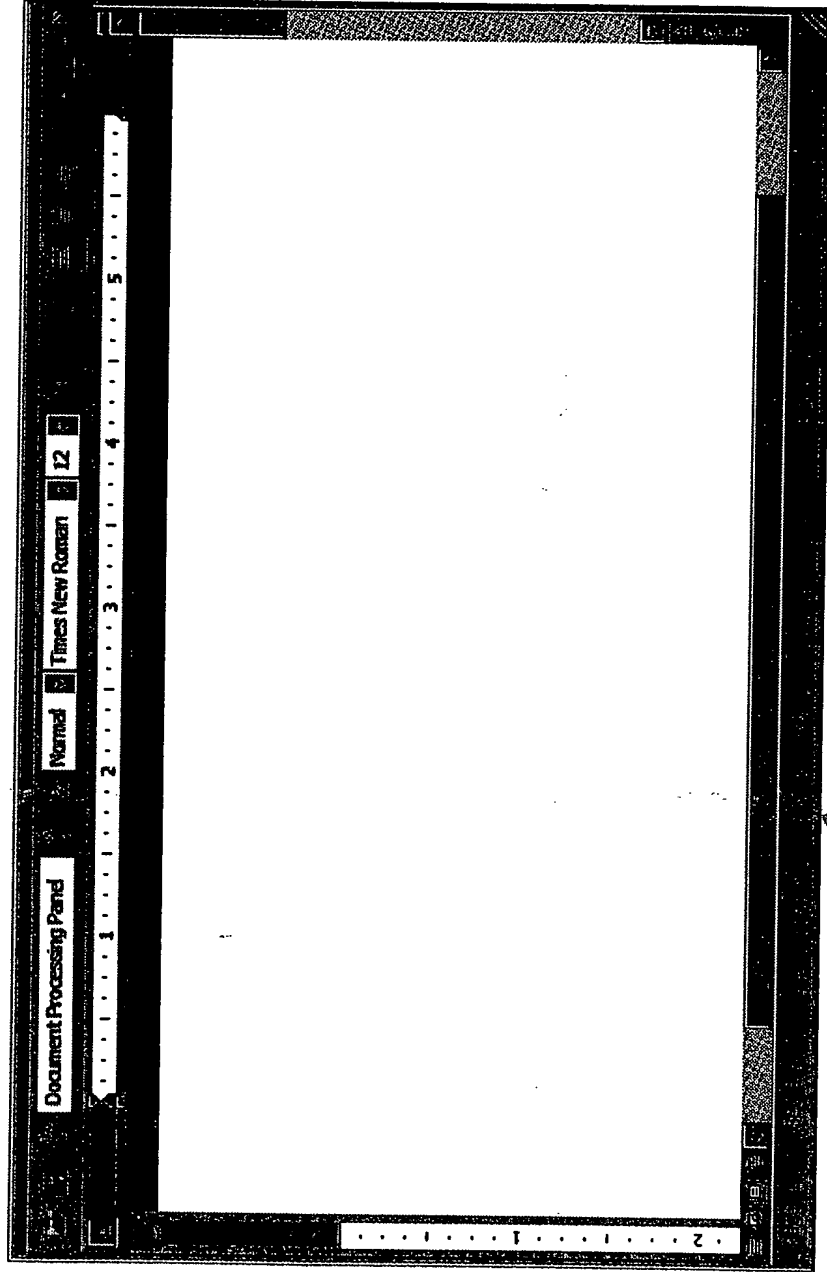
Configure C-S Virtual Kiosks | Create C-S Virtual Kiosk | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Create a New Encoded Document

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Corporate-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



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FIG. 4903I

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-2c.html

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THE NEW YORK PUBLIC LIBRARY

Black Import Create HTML Embedded Documents

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Fig. 49035



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select HTML-Embedded Document Format

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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FIG. 49 Q3K



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Corporate-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back 1 2 3 4 5 Next

Back Next

FIG. 49Q3L



Control Panel for Generating Corporate Software (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Select Corporate Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49Q 3M



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML-Encoded Desktop Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

desktop

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:



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FIG. 49Q3N



Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	---------------------------	-----------------------------

Standard Demonstration Mode

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

[illegible]

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Agree Disagree

FIG. 4904



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Common Deployment of the Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Corporate-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Corporate-Specific Virtual Kiosks for installation, you must first Activate them.

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FIG. 49Q5



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 49R1

FIG. 50A



Install Product: Specific Virtual Kiosks

Control Panel for Installing Product-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for Installing Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 50B1



Install Product-Specific Virtual Kiosks

Control Panel for Installing Product-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Product-Specific Virtual Kiosks are available for Installation. Select the Product-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Product-Specific Virtual Kiosks available for more than one Vendor, then the Product-Specific Virtual Kiosks shall be sorted by Vendor name. Click "A" to view Product-Specific Virtual Kiosks from Vendors beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Product-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Product-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

Vendor Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Search Next

FIG. 50 C1

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Control Panel for Installing Product-Specific Virtual Kiosks

Install Product-Specific Virtual Kiosks

Select Virtual Kiosk | Edit Vendor Information | Download Virtual Kiosk File

Search for Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Vendor who has Deployed Product-Specific Virtual Kiosks which you wish to install. You can search by Vendor Name or Manufacturer Identification Number (MIN). Click Next to initiate the Vendor Search.

Search for:

Search by: Vendor Name ☐

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FIG. 50CZ



Install Product: Specific Virtual Kiosks

[Select a Vendor](#) |
 [Product Information](#) |
 [Download Virtual Kiosk Tag](#)

Control Panel for Installing Product Specific Virtual Kiosks

Standard Demonstration Mode

☐ Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

The following Vendors matched your Search Criteria and have Deployed Product-Specific Virtual Kiosks that are available for Installation. Click on the Vendor Name to View its Deployed Product-Specific Virtual Kiosks.

Vendor Name	Manufacturer Identification Number (MIN)	No. of P-S Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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FIG. 50C3



http://www.brandkeysystems.com/bk_deliver/m_install-product-3.html

file:///F:/www/brandkey/bk_deliver/TEMP73ff8esc8g.htm



Digital Product-Specific Virtual Kiosk

Select Virtual Guests

Standard Demonstration Mode

Product Specific Vertical Kiosk - 100" x 70" x 24" (H x W x D)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

[illegible]

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Back **Agree**

FIG. 50C4



Install Product-Specific Virtual Kiosks

Brandkey Deliver Subsystem

Control Panel for Installing Product-Specific Virtual Kiosks

Brandkey Deliver Subsystem

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following information is required before you can download the installation files for the selected Product-Specific Virtual Kiosks.

User Name:

Installation Domain:

Physical Location:

City:

State:

Zip/Postal Code:


Country:

Purpose of Installation:

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FIG. 50C5



Install Product-Specific Virtual Kiosks

Get Product-Specific Virtual Kiosks

Control Panel for Installing Product-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Installation Files have been prepared for the selected Product-Specific Virtual Kiosks. These Product-Specific Virtual Kiosks are Launchable from the following Environments.

Launch Environment	Selected	
HTML-Encoded Brandkey(TM) Button	✓	Downloaded Tags
HTML-Encoded Document	x	Downloaded Tags
HTML-Encoded Image	✓	Downloaded Tags
HTML-Encoded Desktop Icon	✓	Downloaded Tags

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FIG. 50C6

706j 1046



FIG. 50 D1

PS-VIK

707/1046

CONAIR

CONAIR

All Products 20% OFF

Buy a Special Gift For Mom

+ - Replay Promo >> Skip Promo > 00:00/00:00

> Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50D2


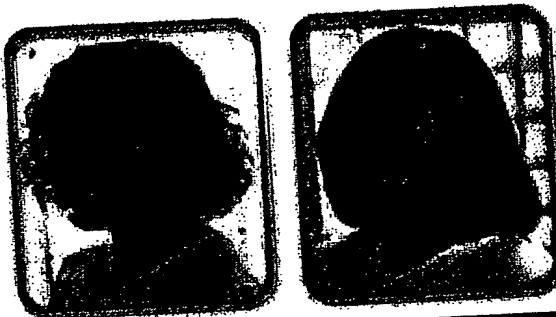
718/1046

CONAIR




CONAIR

Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!




Send in your picture and win a gift!

   **Replay Promo >>** **Skip Promo >** 00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12






FIG. 50 D3



CONAIR®

+ -
Replay Ad >>
Skip Ad >

00:00:00:00

▶ PRE-PURCHASE LINKS	▶ POST-PURCHASE LINKS
View Product Details 	Add To Cart 
View Reviews 	Compare Products 
View Specs 	View All Conair Products 

◀◀◀ Back 1 2 3 Next ▶▶▶
◀◀◀ Back 1 2 3 Next ▶▶▶

▶ Conair Ion Shine Hairdryer

Results
Search

FIG. 50D4

CONAIR		PRODUCTS	MAKE A PLACE	CUSTOMER CARE
---------------	--	-----------------	---------------------	----------------------

<h2>Ion Shine</h2> <p>Model 1481</p> 	<h2>Ion Shine Hair Dryer</h2> <p>Currently in stock. Typically ships within 24 hours.</p> <p>Item# CON1481 20% OFF</p> <p>Price: \$ 29.99</p> <p>Promo price: \$ 23.99</p> <p> Add to Cart Email a Friend </p> <p>Features:</p> <ul style="list-style-type: none"> - 1875 Watts of Drying Power - Full Size - Ionic Device - Quiet Tone Motor - 2 Heat/Speed Settings - Cool Shot Button
---	--

⏮ + - ⏭	Replay Ad ▶▶	Skip Ad ▶	00:00/00:00
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► PRE-PURCHASE LINKS	► POST-PURCHASE LINKS
View Product Details 	Sign Up Now 
Read Reviews 	Check Out All Products 
Share Product 	Compare Prices & Buy Low 

◀◀◀ Back ◀ Ⓢ Next ▶▶▶	◀◀◀ Back ◀ Ⓢ Next ▶▶▶
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Shop Online ★★★★★	RATING 5	Vote	Search
--	------------------------------	----------------------	------------------------



Install Service-Specific Virtual Kiosk

Control Panel for Installing Service-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for Installing Service-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 50E



Control Panel for Installing Service-Specific Virtual Kiosks

Install Service-Specific Virtual Kiosks

Service-Specific Virtual Kiosks are available for installation. Select the Service-Specific Virtual Kiosk you wish to install by checking the install checkbox. -- for everyone

Standard Demonstration Mode

Service-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Service-Specific Virtual Kiosks are available for installation. Select the Service-Specific Virtual Kiosk you wish to install by checking the install checkbox. -- for everyone

If there are Service-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Service-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

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Service Provider Name	S-S Virtual Kiosk Serial Number	S-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next

FIG. 50 F1





Install Service-Specific Virtual Kiosks

Search for Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service-Provider search.

Search for Service Provider

Search for:

Search by: Service Provider Name



Standard Demonstration Mode

Control Panel for Installing Service-Specific Virtual Kiosks

Search for Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service-Provider search.

Search for Service Provider

Search for:

Search by: Service Provider Name



FIG. 50F2

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Control Panel for Installing Service-Specific Virtual Kiosks

Install Service-Specific Virtual Kiosks

Select Virtual Kiosk to Install | Select Service Provider | Download Virtual Kiosk Template

Standard Demonstration Mode

Select Service Provider

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Service Provider matched your search criteria and have Service-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name	Service Provider Identification Number (SPIN)	No. of Virtual Kiosks
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 1
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 2
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 3
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 4
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 5

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FIG. 50F3

http://www.brandkeysystems.com/bk_deliver/m_install-service-3.html

http://www.brandkeybk_deliver/m_install-service-3.html



Install Service-Specific Virtual Kiosks

Select Virtual Kiosks | License Agreement | Installation & Update Information | Download Virtual Kiosk Tool

Control Panel for installing Service-Specific Virtual Kiosks

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Service-Specific Virtual Kiosks. This information is used by Service Provider and their agents to better customize the Service-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

(e.g: www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

Zip/Postal Code:

Country:

Purpose of Installation:



FIG. 50 F5

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Control Panel for installing Service-Specific Virtual Kiosks



Install Service-Specific Virtual Kiosks
Select Virtual Kiosk(s) to install. For more information, click on the link below.

Standard Demonstration Mode

[Download Virtual Kiosk Page](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The setup files for the selected Service-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Kiosks
HTML-Embedded Document	X	Download Kiosks
HTML-Encoded Image	✓	Download Kiosks
HTML-Encoded Desktop Icon	✓	Download Kiosks

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FIG. 50F6

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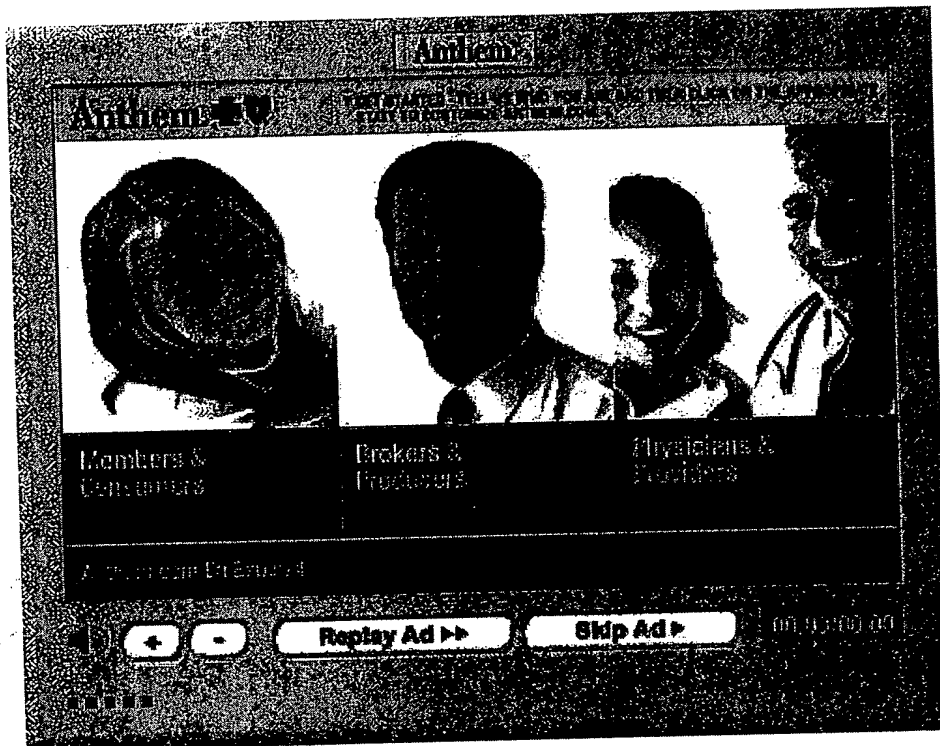


FIG. 50 G 1

15-VK

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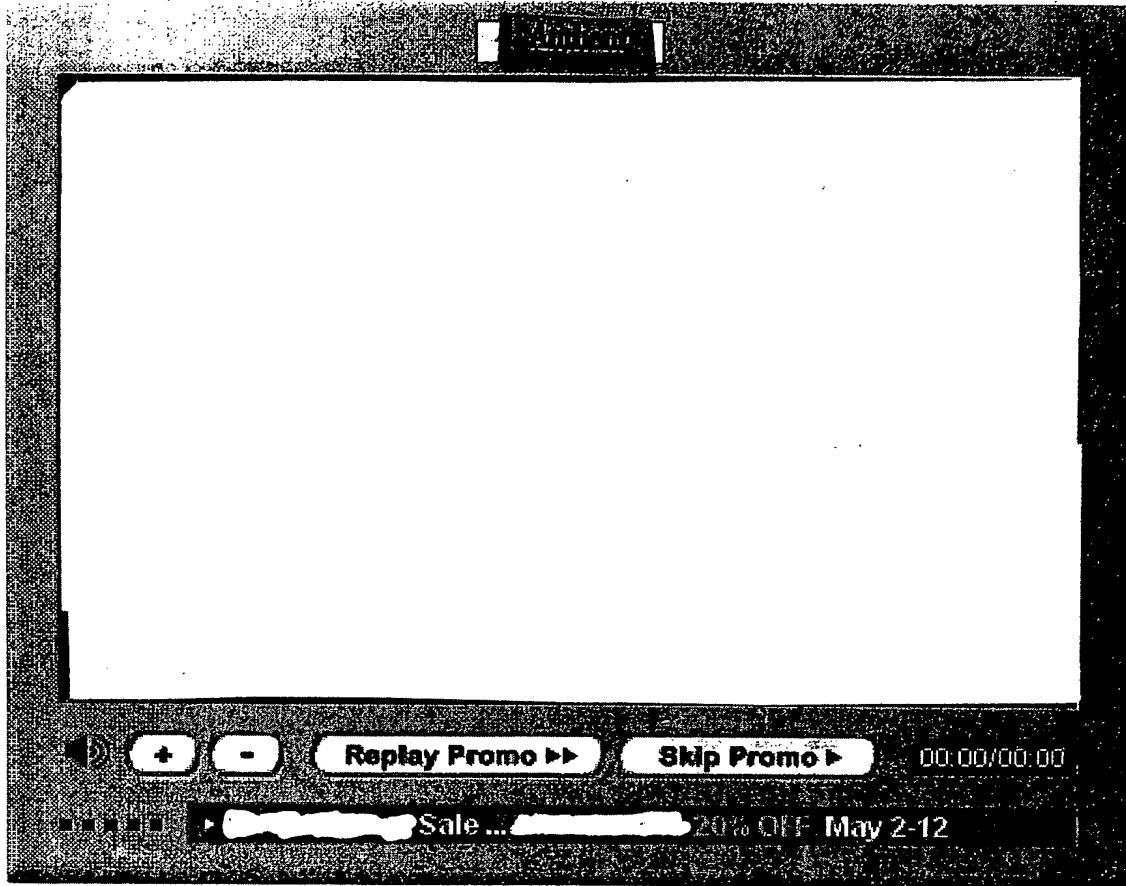


FIG. 50G2

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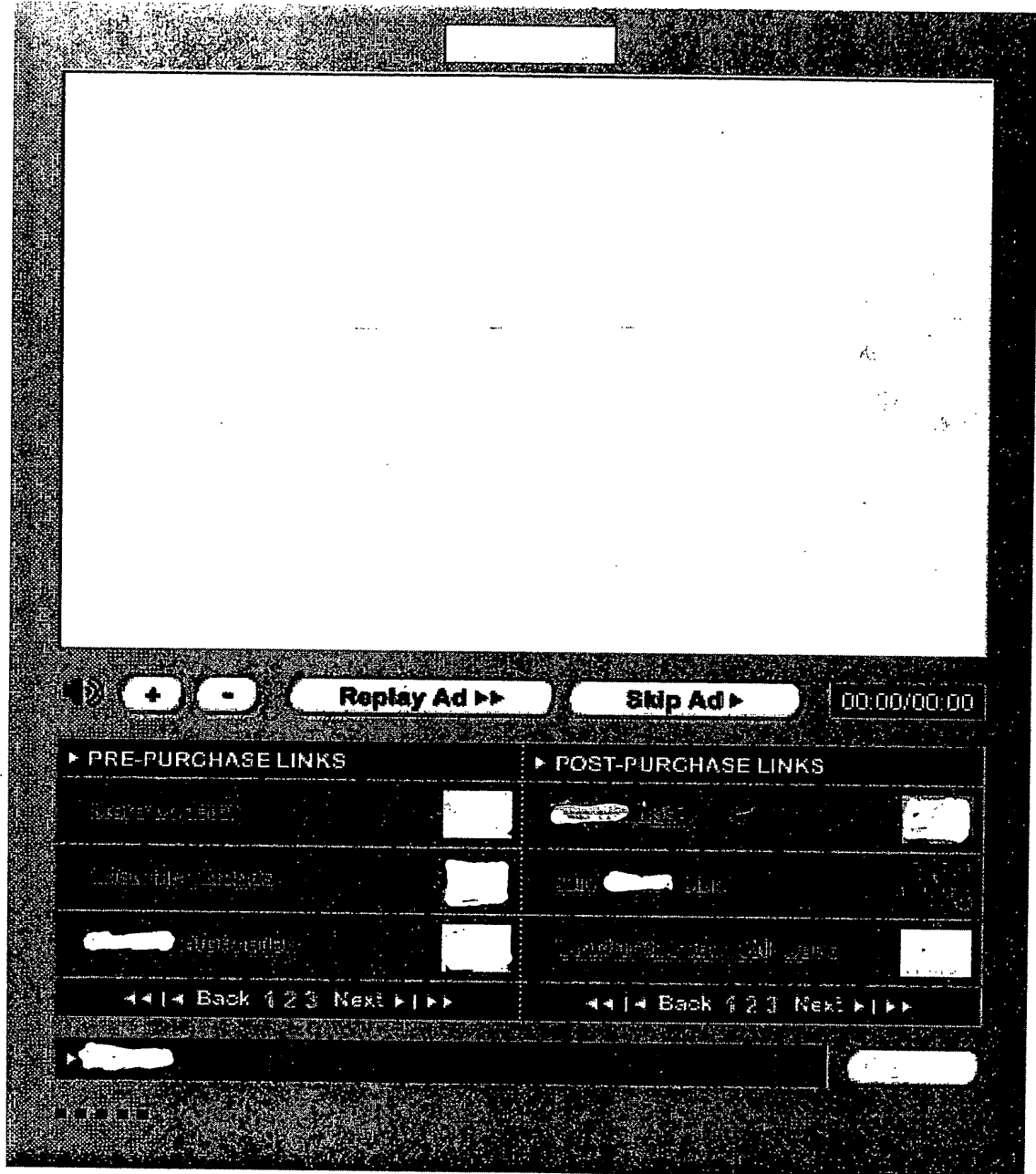


FIG 5093



Install Vendor-Specific Virtual Kiosks

Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for Installing Vendor-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 50H



Install Vendor-Specific Virtual Kiosks

Select Virtual Kiosk to Install

Download Virtual Kiosk Tag

Download Virtual Kiosk Tag

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendor-Specific Virtual Kiosks are available for Installation. Select the Vendor-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Vendor-Specific Virtual Kiosks available for more than one Vendor, then the Vendor-Specific Virtual Kiosks shall be sorted by Vendor name. Click "A" to view Vendor-Specific Virtual Kiosks from Vendors beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Vendor-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Vendor-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z I

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Vendor Name	V-S Virtual Kiosk Serial Number	V-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

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FIG. 50I1





Install Vendor-Specific Virtual Kiosks

Search Virtual Kiosk | Control System | Virtual Kiosk Information | Download Virtual Kiosk File

Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Vendor-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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FIG 5012



Control Panel for Installing Vendor-Specific Virtual Kiosks

Install Vendor-Specific Virtual Kiosks

Security Information | Security Information | Security Information | Security Information | Security Information | Security Information | Security Information | Security Information | Security Information | Security Information

Standard Demonstration Mode

Select a Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Vendor-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Vendor-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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Back

FIG. 50I3

http://www.brandkeysystems.com/bk-deliver/m_install_vendor-3.html
<file:///E:/www/brandkey/bk-deliver/TA/DP0uz9geofw2.htm>



Install Vendor-Specific Virtual Kiosks

Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Vendor-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Vendor-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g. www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

 United States

Purpose of Installation:

Back Next

FIG. 5015

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Install Vendor-Specific Virtual Kiosks

Control Panel for Installing Vendor-Specific Virtual Kiosks

Select Virtual Kiosk | Select Operating System | Select Launch Environment | Select Launch Information | Select Launch Location | Select Virtual Kiosk Type

Standard Demonstration Mode

[Download Virtual Kiosk Tags](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Kiosks
HTML-Embedded Document	X	Download Kiosks
HTML-Encoded Image	✓	Download Kiosks
HTML-Encoded Desktop Icon	✓	Download Kiosks

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FIG. 50I 6

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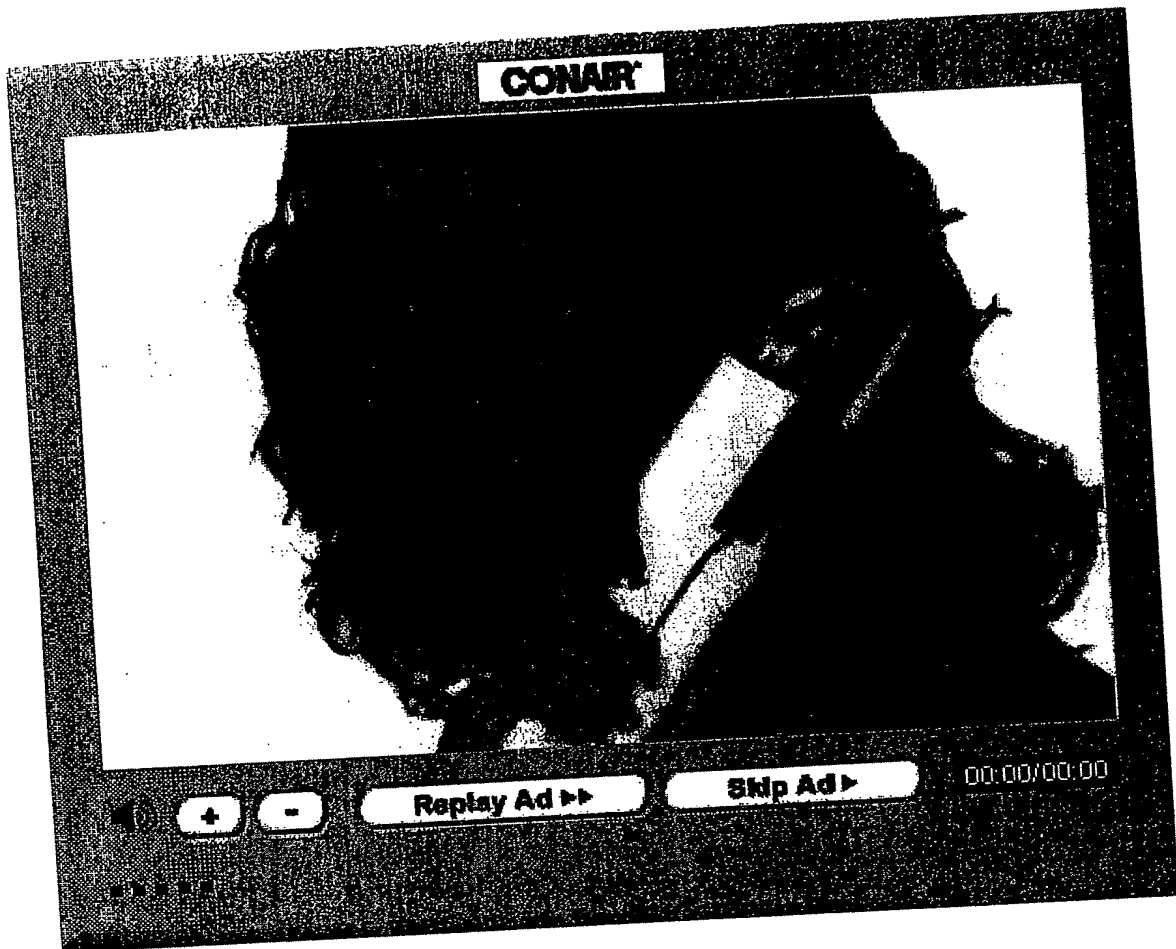


FIG. 5051

VS-VK

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CONAIR

CONAIR

All Products 20% OFF

Buy a Special Gift For Mom

Replay Promo >> **Skip Promo >** 00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J2



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CONAIR

CONAIR

Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



Send in your picture and win a gift!

Replay Promo >> **Skip Promo >** 00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J 3

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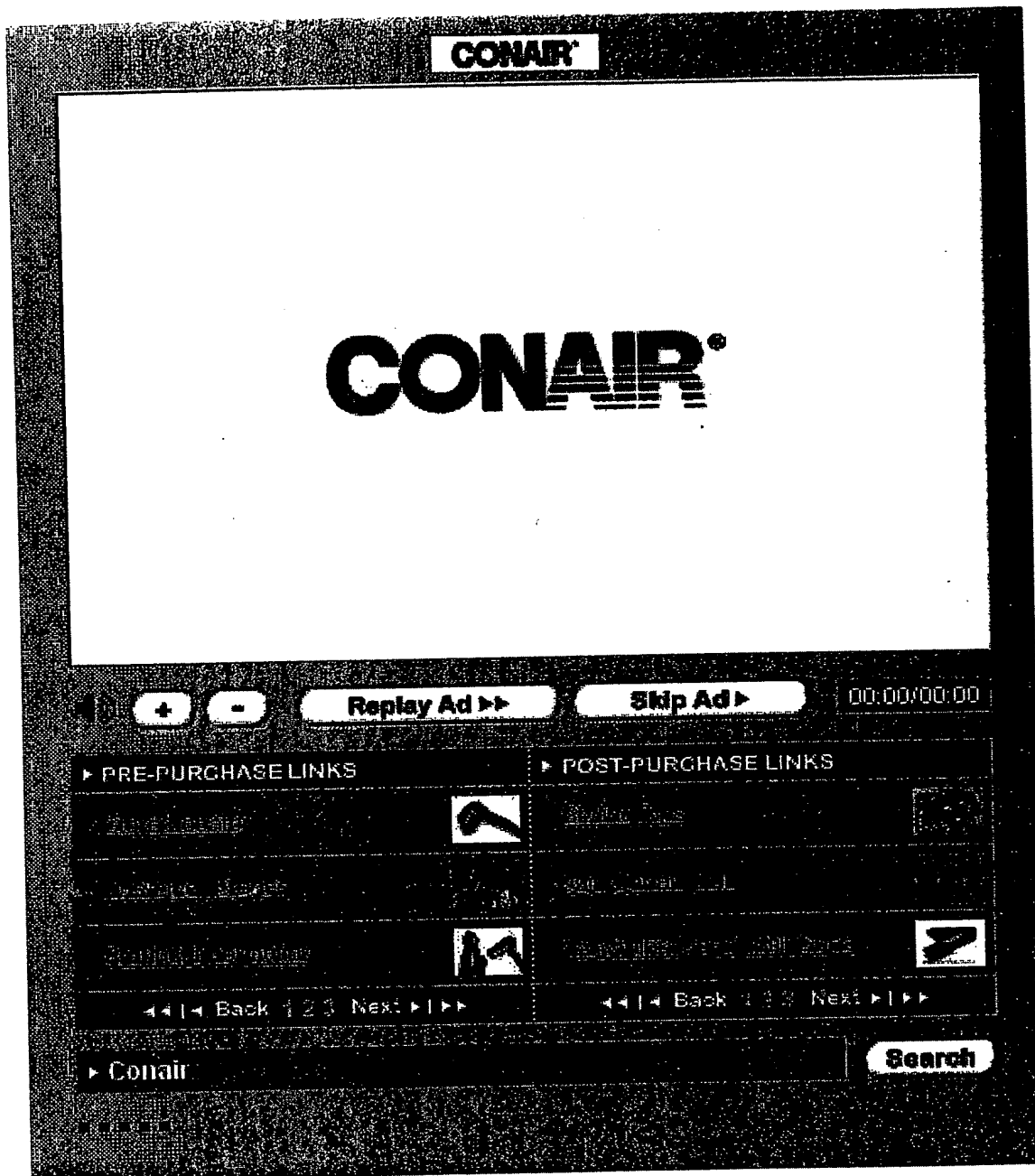


FIG. 50J4

CONAIR®

Customer Stories

Featured Contest

 McGraw-Hill



My husband has been using his hot
tether machine for over two years, since I
got it for him for Father's Day a few years
ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

Handbook

Replay Ad ▶▶

Ship Ad ▶

00:00:00:00

► PRE-PURCHASE LINKS

1. *Staphylococcus aureus* (ATCC 12228) was grown in tryptic soy broth (TSB) (Difco) supplemented with 0.5% yeast extract (Difco) and 0.5% glucose (Difco) at 37°C. Cells were harvested at mid-log phase (OD₆₀₀ = 0.5) and washed with phosphate buffered saline (PBS) (pH 7.4) containing 0.1% bovine serum albumin (BSA) (Sigma). Cells were then resuspended in PBS containing 0.1% BSA and 0.1% penicillin (100 U/ml) (Sigma).



the 1990s, the number of people in the world who are poor has increased by 1.5 billion. The number of people who are poor in the United States has increased by 10 million. The number of people who are poor in the United Kingdom has increased by 1 million. The number of people who are poor in the United States has increased by 10 million. The number of people who are poor in the United Kingdom has increased by 1 million. The number of people who are poor in the United States has increased by 10 million. The number of people who are poor in the United Kingdom has increased by 1 million.

[illegible]

◀◀ | ◀ Back 1 2 3 Next ▶ | ▶▶

► POST-PURCHASE LINKS

Discussion

[illegible]

► Customer Stories

★ ★ ★ ★ ★

RATING **5**

1

Vote

Search

FIG. 50 JS

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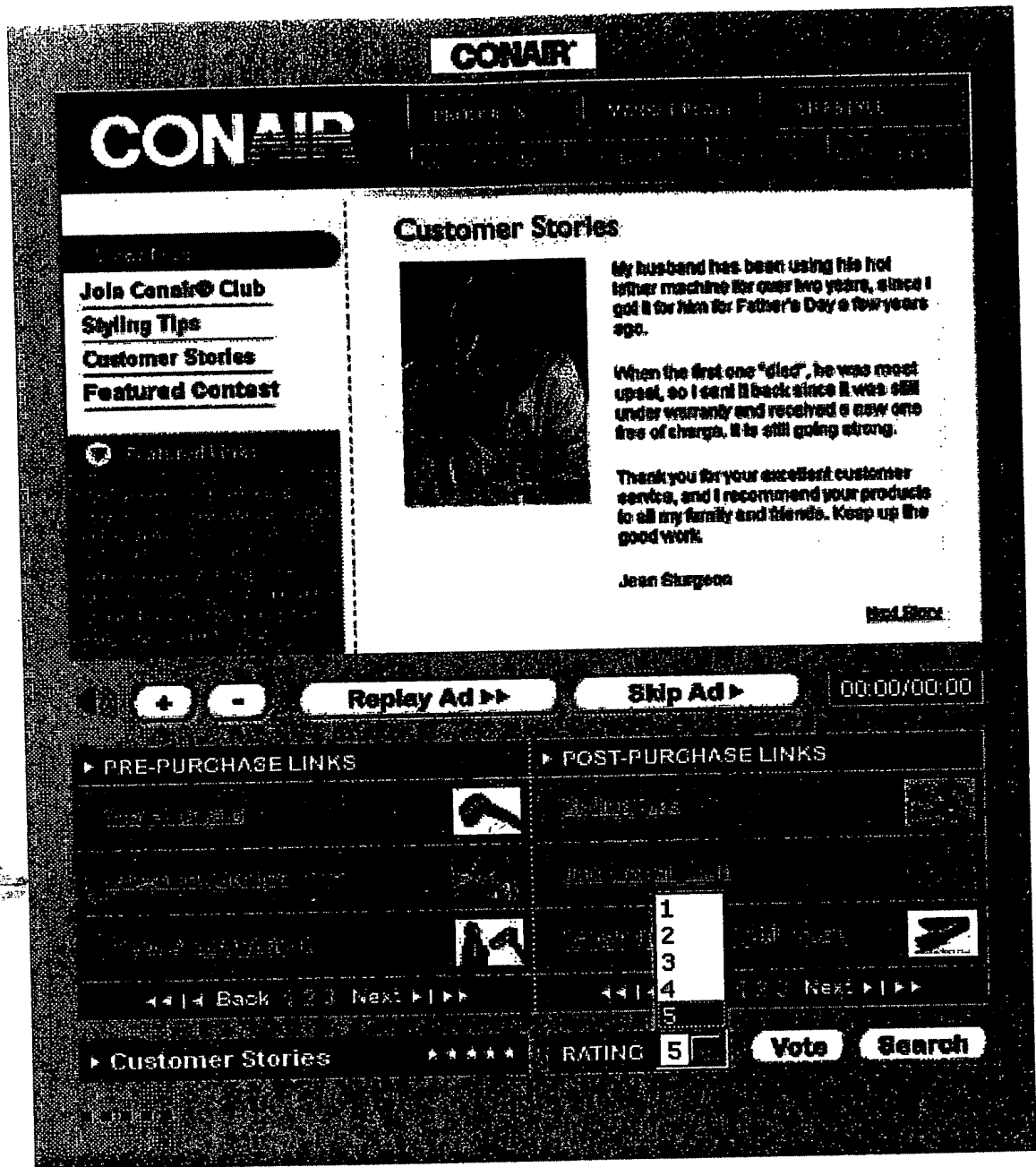


FIG. 5056

734/1046

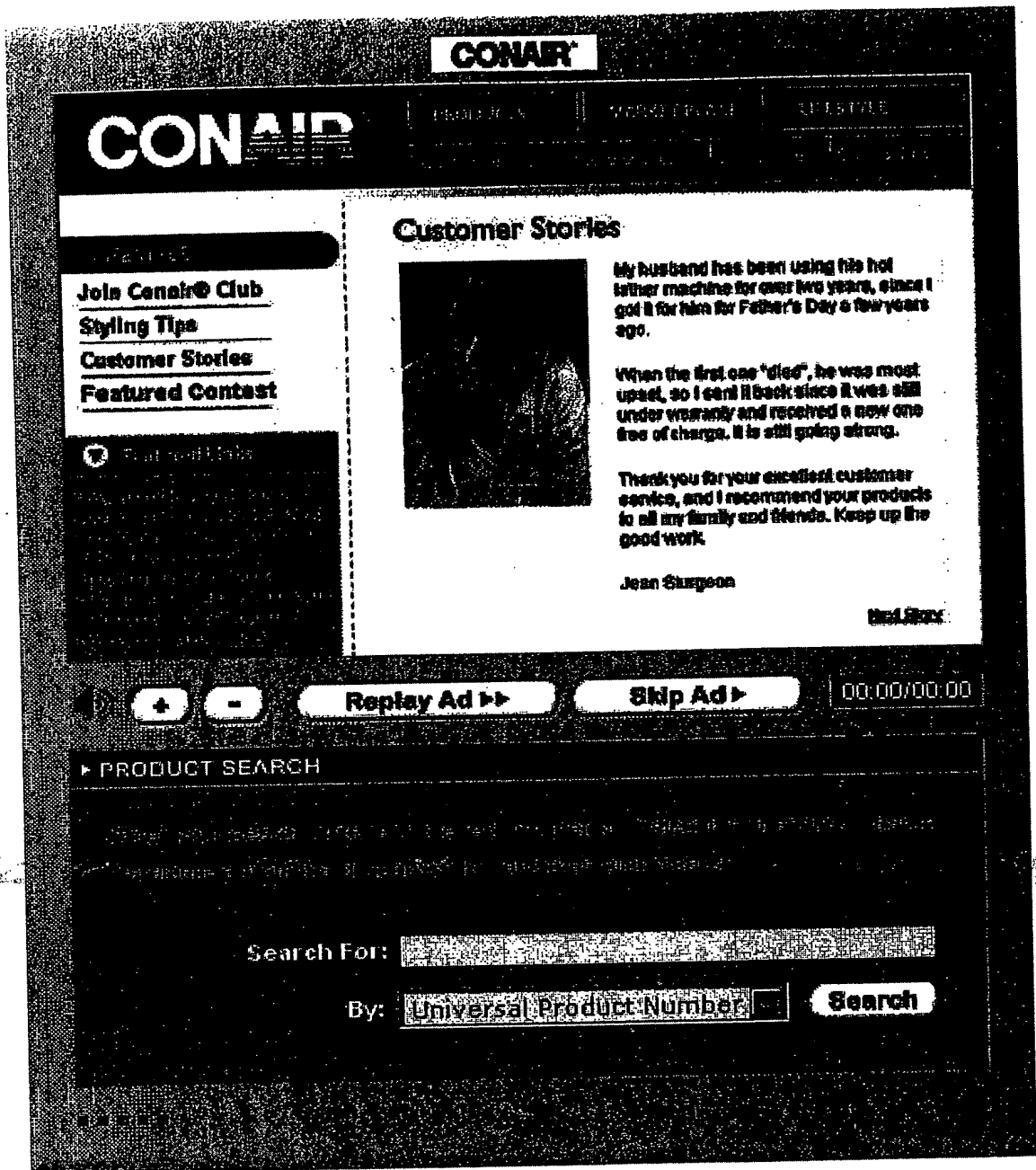


FIG. 5057

735/1046

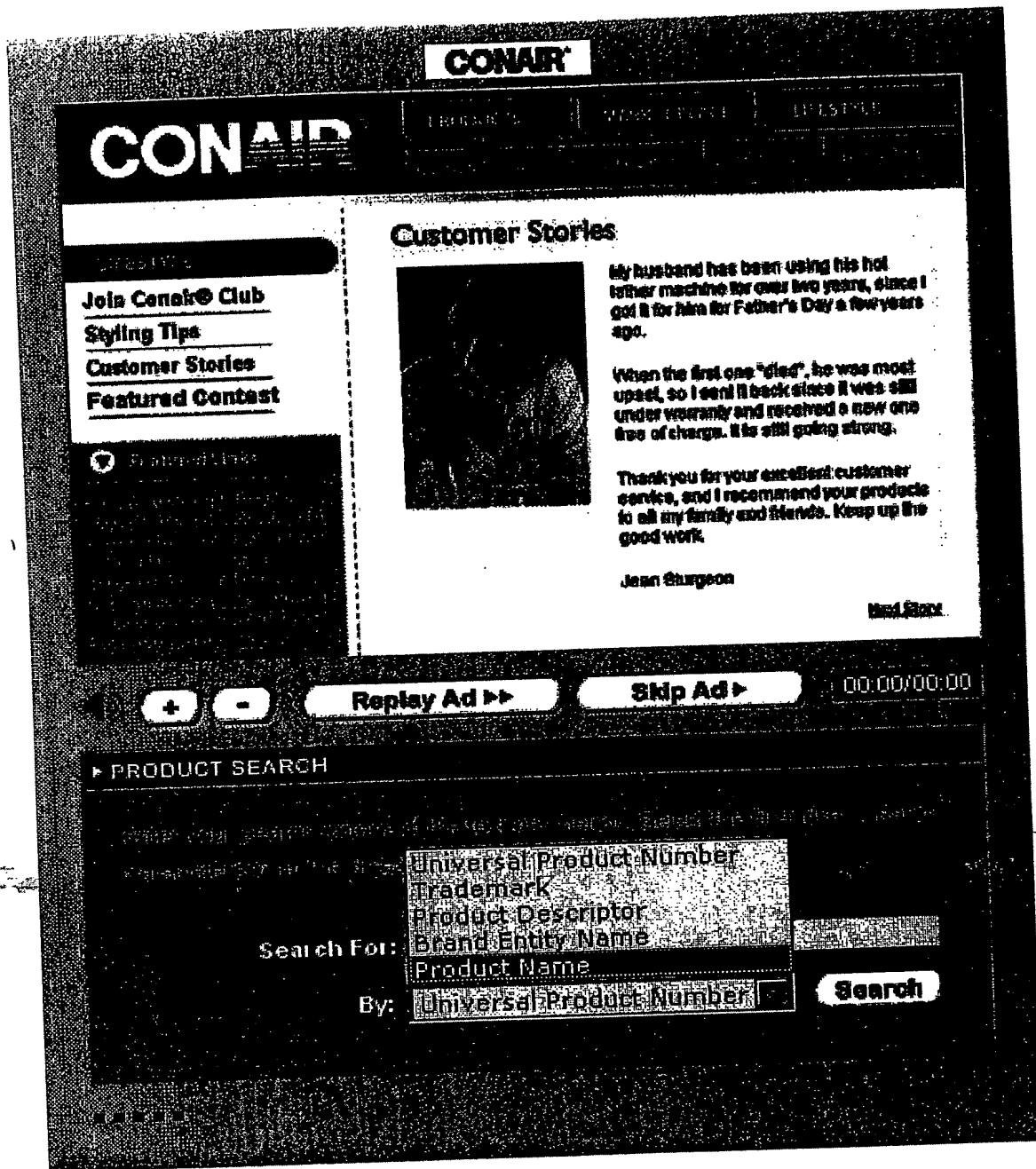



FIG. 50J8

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CONAIR

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Featured Contest

Customer Stories



My husband has been using his hot roller machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

12

+

-

Replay Ad >>

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00:00/00:00

UPN	TRADE MARK	PRODUCT DESCRIPTOR	PRODUCT NAME
123456789	CONAIR	Hot Roller Machine	Hot Roller Machine
123456789	CONAIR	Hot Roller Machine	Hot Roller Machine
123456789	CONAIR	Hot Roller Machine	Hot Roller Machine

<< | < Back

2 3 4

Next > | >>

Search

FIG. 5059

737/1046

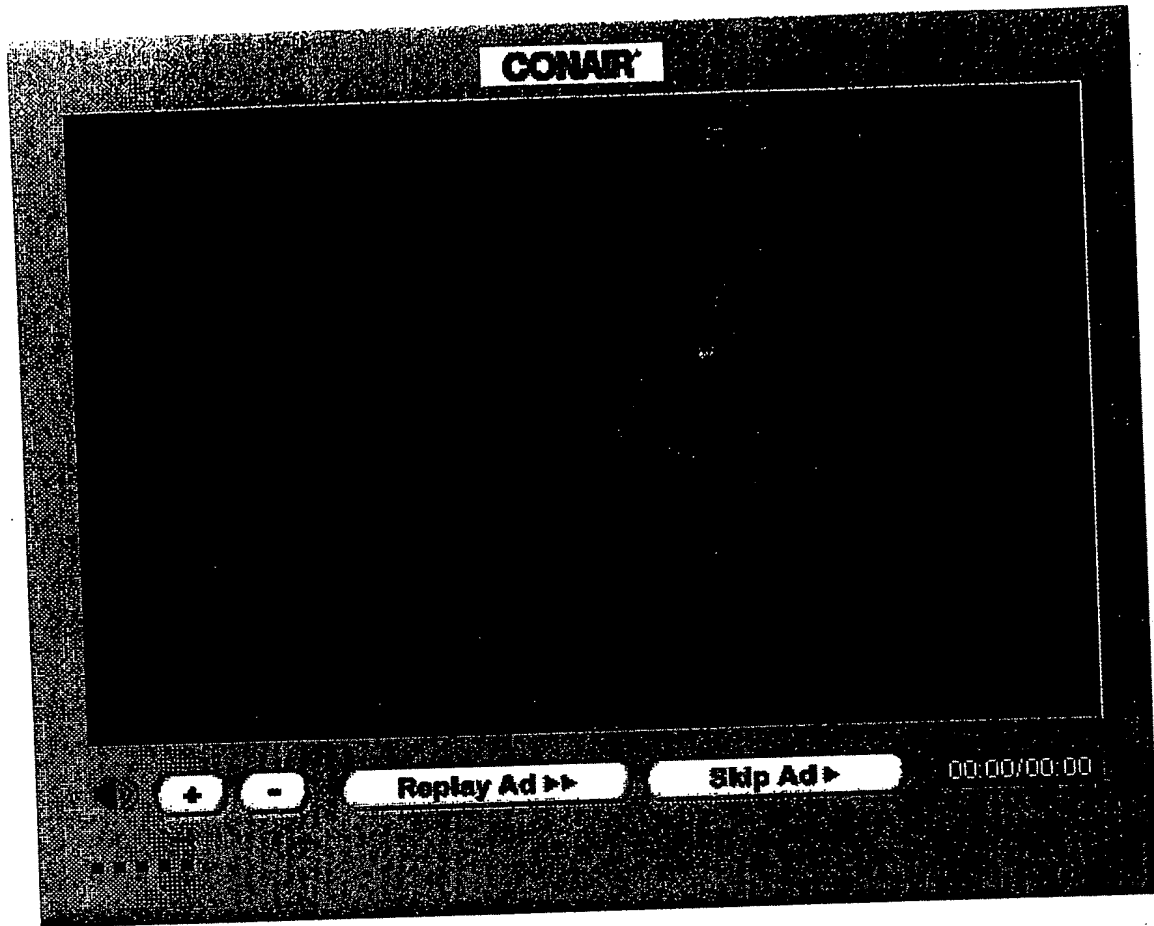


FIG. 50510

FIG. 50 J11

739/1046

CONAIR

Ion Shine
Model 1481



Ion Shine Hair Dryer
Currently in stock.
Typically ships within 24 hours.

Item# CON 1481 **20% OFF**
Price: \$ 29.99
Promo price: \$ 23.99

[Add to Cart](#) [Email a Friend](#)

Features:

- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

Replay Ad **Skip Ad** 00:00/00:00

PRE-PURCHASE LINKS

- [Conair Store](#)
- [Amazon](#)
- [eBay](#)

POST-PURCHASE LINKS

- [Conair Store](#)
- [Amazon](#)
- [eBay](#)

Back Next

Shop Online **RATING 5** **Vote** **Search**

FIG. 50 J 12



Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text R.135

740/1046

FIG. 50K



Control Panel for Installing Service Provider-Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Service-Provider-Specific Virtual Kiosks are available for Installation. Select the Service-Provider-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Service-Provider-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Provider-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Provider-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to Install the selected Service-Provider-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Provider-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

Service Provider Name	S-P-S Virtual Kiosk Number	S-P-S Virtual Kiosk Serial	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88		Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88		Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88		Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88		Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88		Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

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Fig. 501



Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

Search for Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service-Provider-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service Provider search.

Search for:

Search by: Service Provider Name



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FIG. 50 L2





Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

Select a Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service Providers matched your search criteria and have Service-Provider-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Provider-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name	Service Provider Identification Number (SPIN)	No. of Virtual Kiosks
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 1
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 2
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 3
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 4
<u>Service Provider Name 1</u>	SPIN 1	Virtual Kiosk No 5

793/1046



FIG. 50L3

http://www.brandkey.com/bk-deliver/m-install_service-provider-3.html
file:///E:/www/brandkey/bk_deliver/TEMP/gsuvesf03.htm



Control Panel for installing Service Provider Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Selected Virtual Kiosk: Standard Virtual Kiosk

Download Virtual Kiosk Tag

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following information is required before you can download the installation files for the Service-Provider-Specific Virtual Kiosks. This information is used by Service Providers and their agents to better customize the Service-Provider-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

Physical Location:

City:

State:

-- Select One --

Zip/Postal Code:

Country:

United States

Purpose of Installation:

745/1046



FIG. 50L5



Install Service-Provider-Specific Virtual Kiosks

Select Virtual Kiosk(s) to Install. Click on the Virtual Kiosk(s) you want to install. The Virtual Kiosk(s) you select will be installed on the selected Virtual Kiosk(s).

Control Panel for Installing Service-Provider-Specific Virtual Kiosk

Standard Demonstration Mode

Download Virtual Kiosk(s) Files

<input type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
---	---	--

The setup files for the following Service-Provider-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Provider-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Kiosks
HTML-Embedded Document	X	Download Kiosks
HTML-Encoded Image	✓	Download Kiosks
HTML-Encoded Desktop Icon	✓	Download Kiosks

746/1046

FIG. 50L6

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Advertisement

Advertisement



Members & Consumers Doctors & Providers Physicians & Providers

Advertisement

◀ ▶ **Replay Ad ▶▶** **Skip Ad ▶** 00:00:00

748/1046

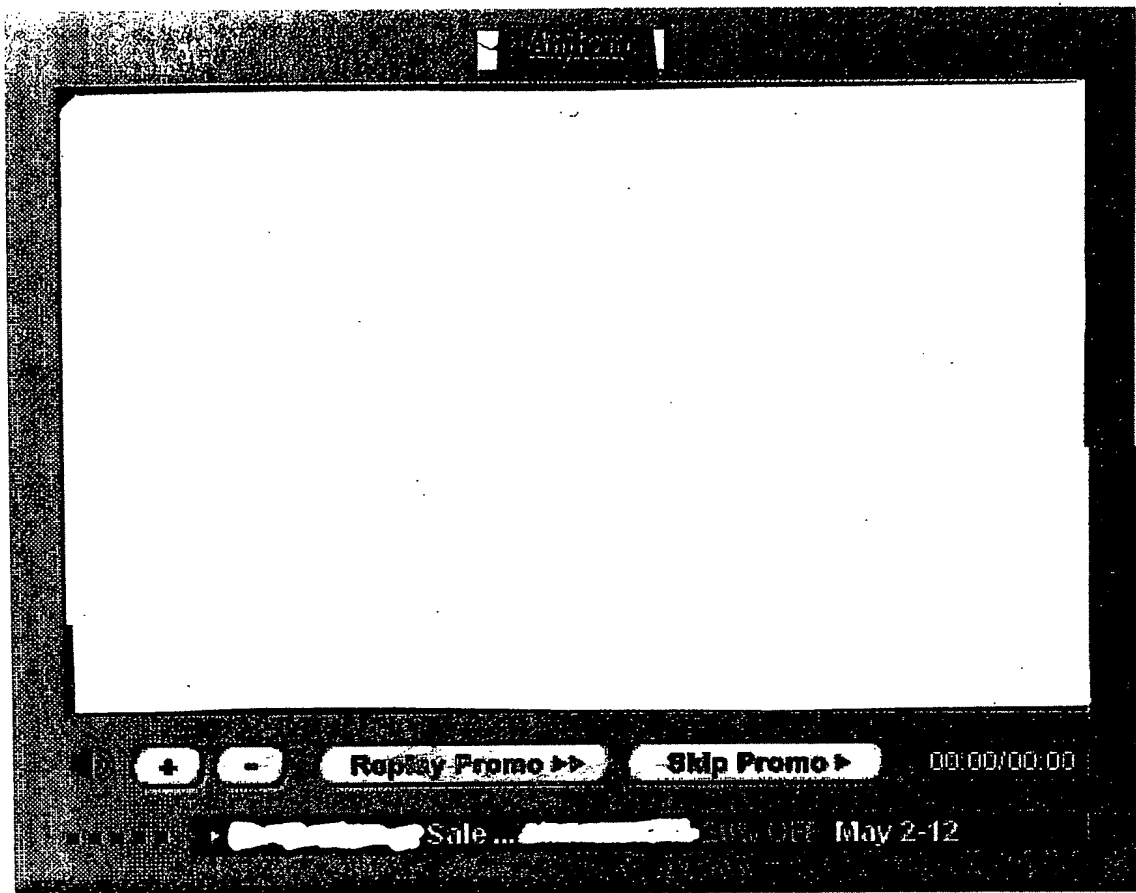


FIG. 50GZ

749/1046

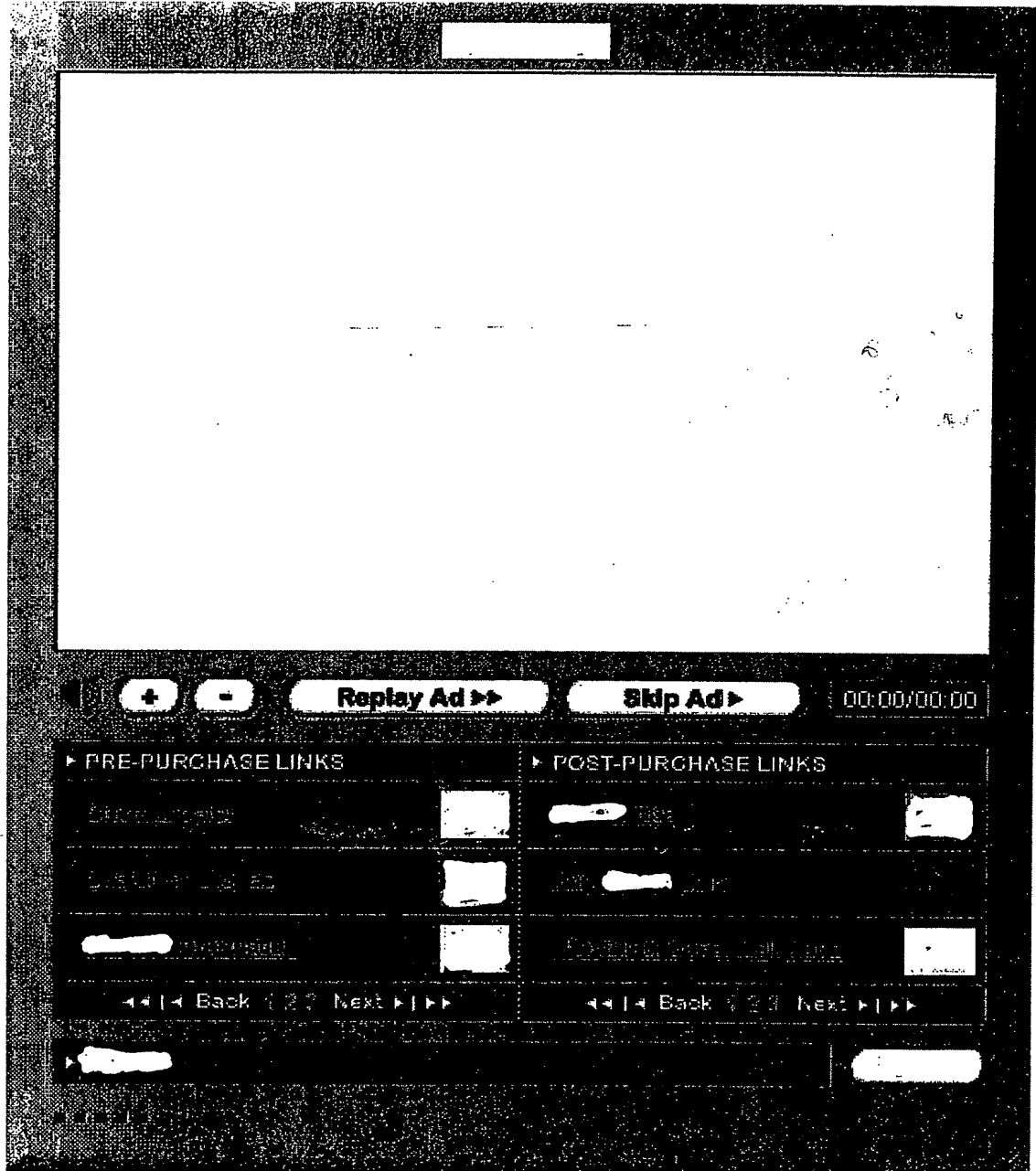


FIG50Q3

755/1046

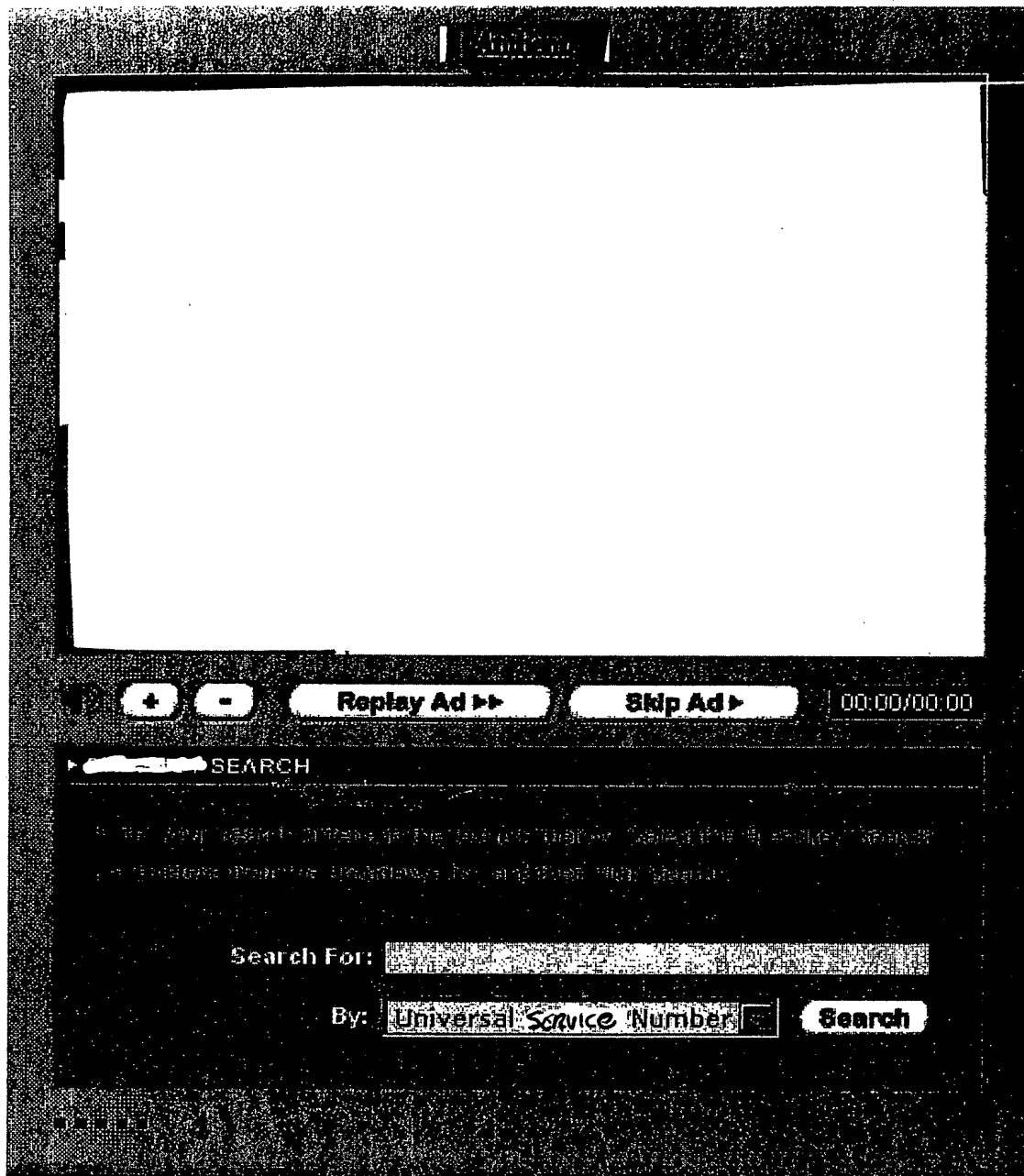


FIG. 50G 4



Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for Installing Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

751/104p

FIG. 50 N



Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Retailer-Specific Virtual Kiosks are available for Installation. Select the Retailer-Specific Virtual Kiosks you wish to install by checking the install checkbox. -- for everyone

If there are Retailer-Specific Virtual Kiosks available for more than one Retailer, then the Retailer-Specific Virtual Kiosks shall be sorted by Retailer name. Click "A" to view Retailer-Specific Virtual Kiosks from Retailers beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Retailer-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Retailer-Specific Virtual Kiosks associated with a particular Retailer. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

Retailer Name	R-S Virtual Kiosk Serial Number	R-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Retailer Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

Back 1 2 3 4 5 Next



FIG. 5001

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Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

Home | About Us | Contact Us | Product Information | Download Virtual Kiosk

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Retailer-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name



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FIG. 5002



Central Panel for Installing Retailer-Specific Virtual Kiosks

Install Retailer-Specific Virtual Kiosks

Download Virtual Kiosk Template | Download Virtual Kiosk Template | Download Virtual Kiosk Template

Standard Demonstration Mode

Selected Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Retailer-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Retailer-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	MIN	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

754/1046

FIG. 5003



http://www.brandkeysystems.com/bk_deliver/m_install-retailer-3.html
file:///E:/www/brandkey/bk_deliver/TMP915kcsfcr.htm



Control Panel for Installing Retailer-Specific Virtual Kiosks

Install Retailer-Specific Virtual Kiosks

Standard Demonstration Mode

Update Installation Location Information

☐ Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following information is required before you can download the installation files for the Retailer-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Retailer-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g. www.virtualkiosksite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

☒ United States

Purpose of Installation:

756/1046



FIG. 5005

Control Panel for Installing Retailer-Specific Virtual Kiosks



Install Retailer-Specific Virtual Kiosks

Setup Virtual Kiosk - Please select the Virtual Kiosk(s) you want to install. You can select multiple Virtual Kiosk(s).

Download Virtual Kiosk Tags

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The setup files for the selected Retailer-Specific Virtual Kiosk(s) have been prepared. You have selected Retailer-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	Download Tags
HTML-Embedded Default Logo	✓	Download Tags
HTML-Embedded Document	X	Download Tags
HTML-Encoded Image	✓	Download Tags
HTML-Encoded Desktop Icon	✓	Download Tags

75771046

FIG. 5006

758/104b

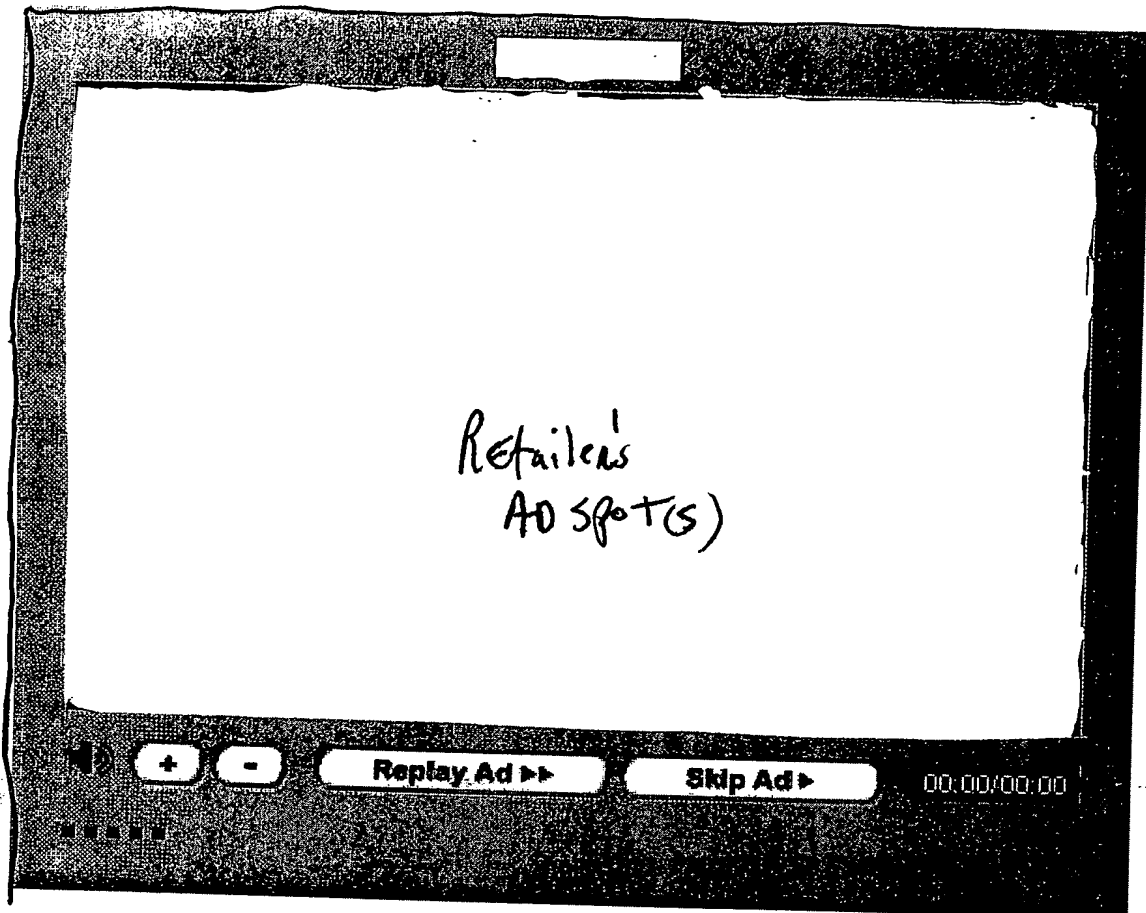


FIG. 50P1

759/1046

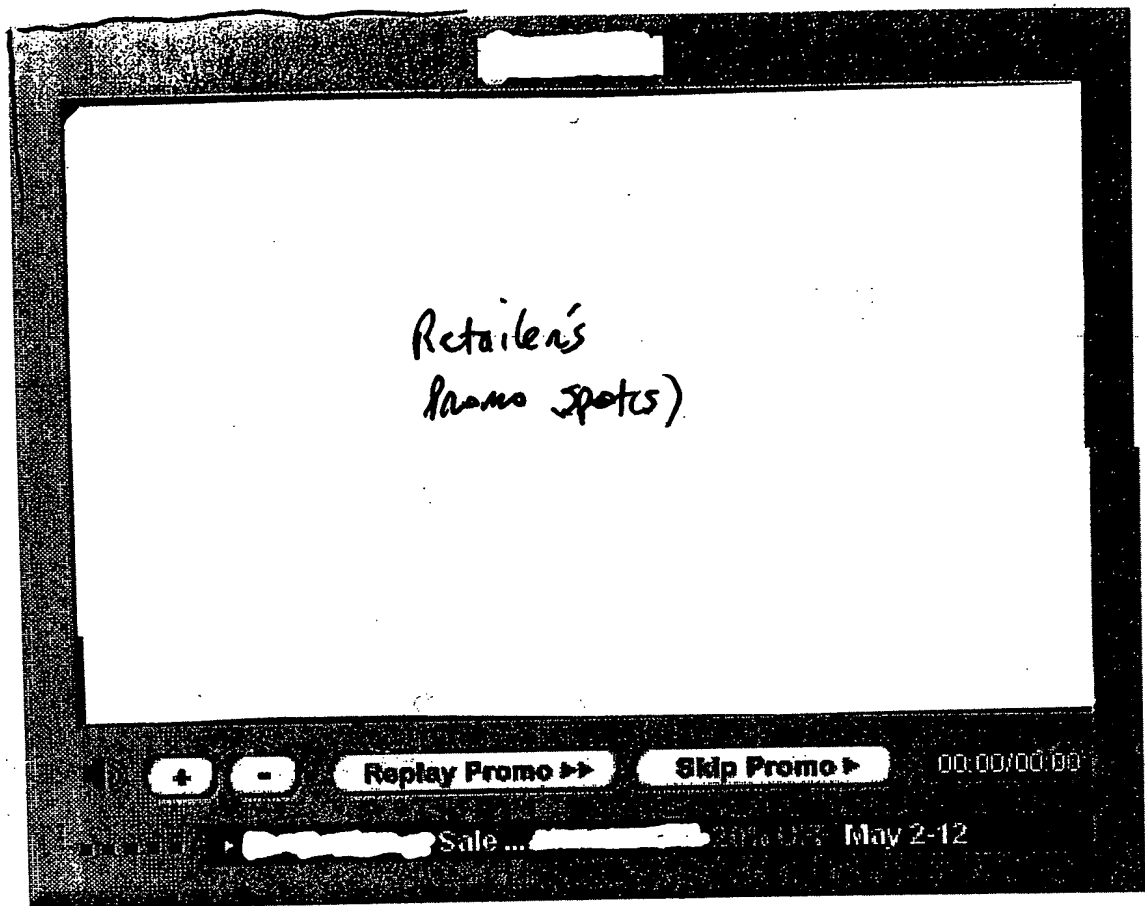


FIG. 50 P2

705/1046

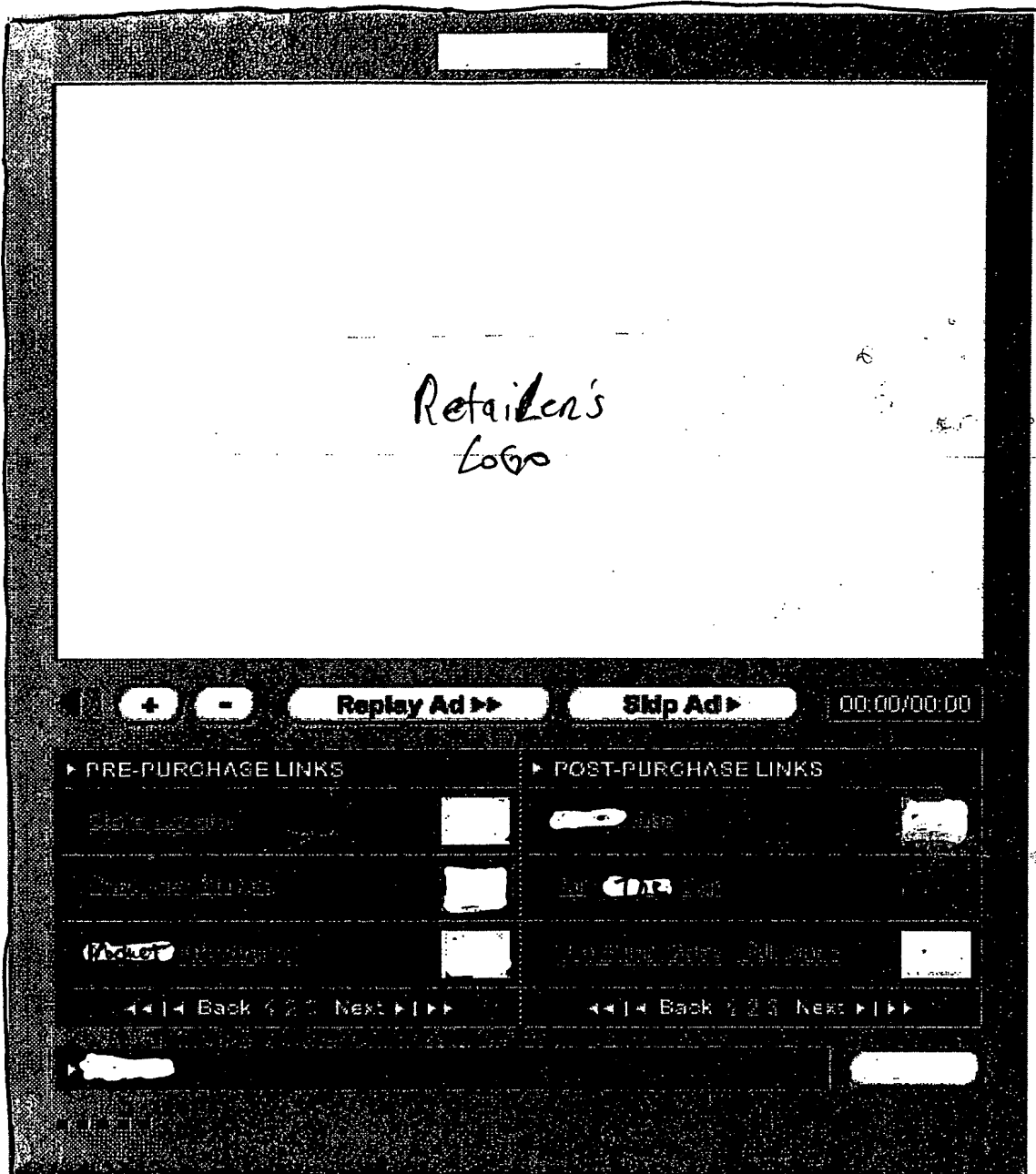


FIG. 50 P3

761/1046

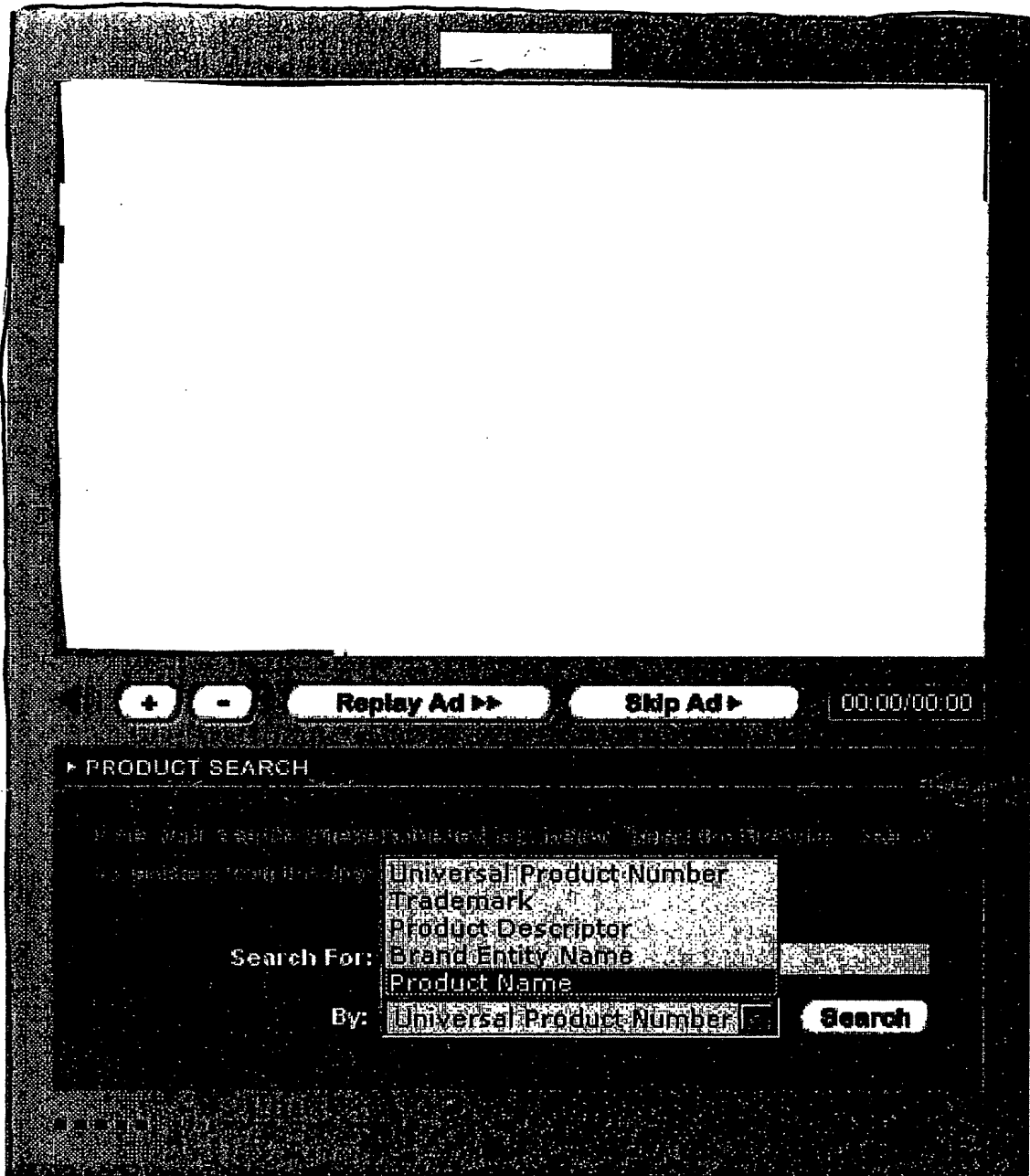


FIG. 50 A4

762/1046

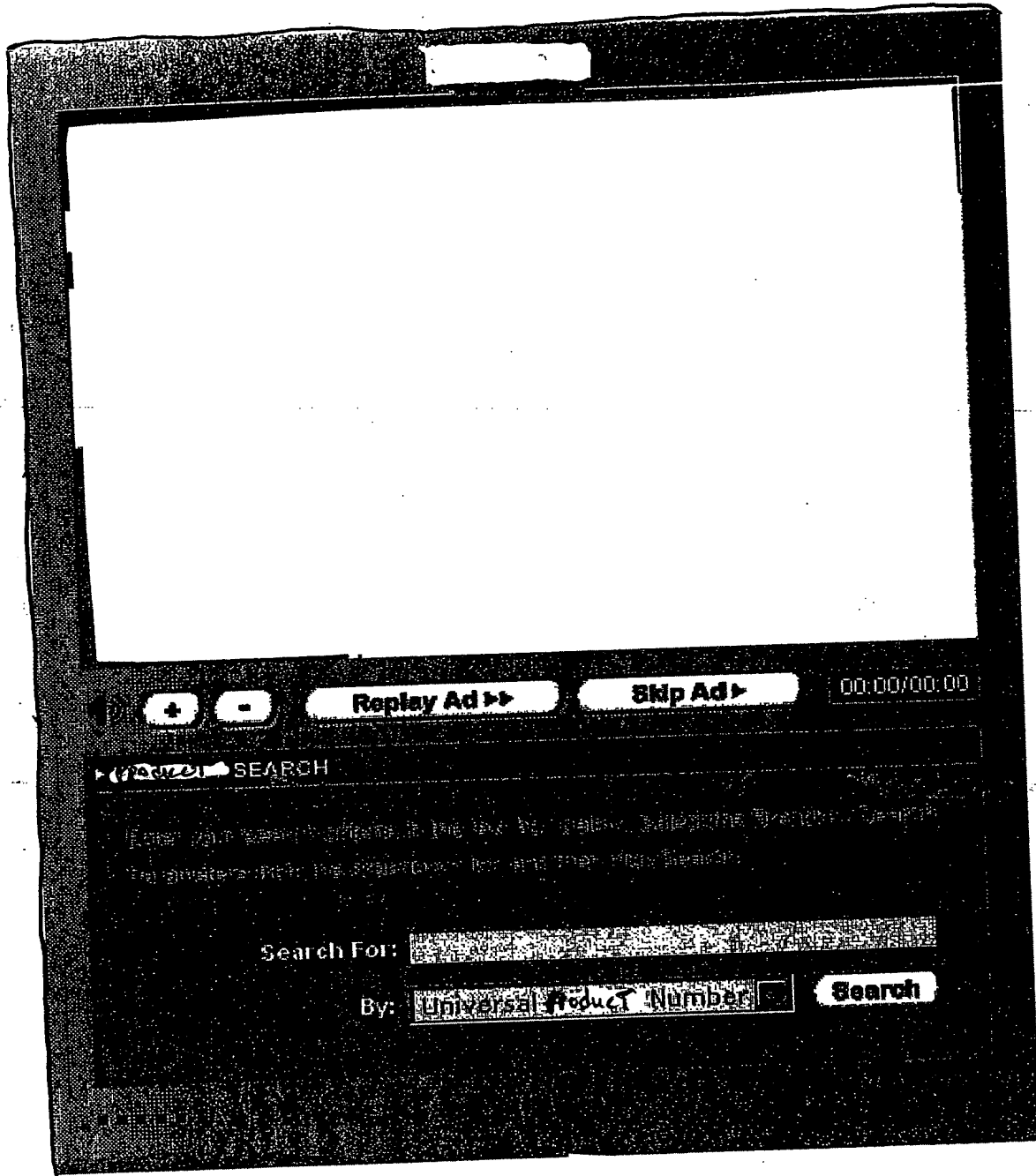


FIG. 50.P5

763/1046

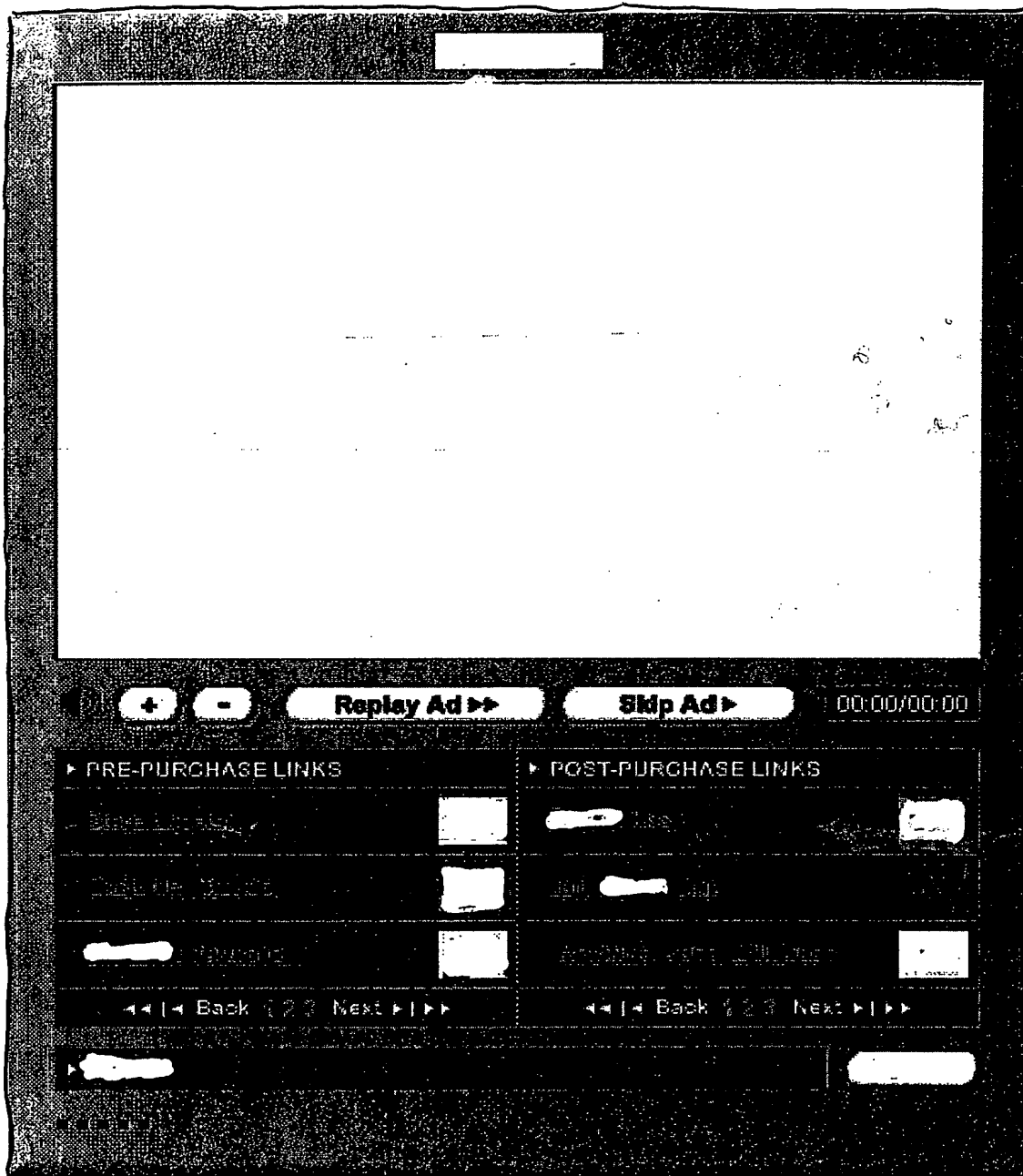


FIG. 50 P6

Brandkey
deliver

Install Industry-Specific Virtual Kiosk

Control Panel for Installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

764/1046

FIG. 50Q



Install Industry-Specific Virtual Kiosks

Control Panel for Installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Industry-Specific Virtual Kiosks are available for installation. Select the Industry-Specific Virtual Kiosks you wish to install by checking the install checkbox. -- for everyone

If there are Industry-Specific Virtual Kiosks available for more than one Industrialist, then the Industry-Specific Virtual Kiosks shall be sorted by Industrialist name. Click "A" to view Industry-Specific Virtual Kiosks from Industrialists beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Industry-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Industry-Specific Virtual Kiosks associated with a particular Industrialist. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

765/1046

Industrialist Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Industrialist Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

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FIG. 50 R1

Search Next



Install Industry-Specific Virtual Kiosks

Control Panel for Installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

[Search for Vendor](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Industry-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name



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[Back](#) [Next](#)

FIG-50R2



Install Industry-Specific Virtual Kiosks

Home | About Us | Contact Us | Product Information | Download Virtual Kiosk Tag

Control Panel for installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Select Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Industry-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Industry-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

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FIG 50R3



http://www.brandkeysystems.com/bk_deliver/m-install/industry-3.html
file:///E:/www/brandkey/bk_deliver/TEMP9K0qbesffa.htm



Select Virtual Needs **Learn more** **Get information** **Download Virtual Task**

Standard Demonstration Mode

INTEGRITY SPECIFIC FINANCIAL ACCOUNTING SYSTEM

User Name: John Smith

[illegible]

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Back **Agree**

Back **Agree**

FIG. 50R4



Install Industry-Specific Virtual Kiosks

Select Virtual Kiosk License by Vendor Download Virtual Kiosk File

Control Panel for Installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following information is required before you can download the installation files for the Industry-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Industry-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

 (e.g: www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

 United States

Purpose of Installation:

Back Next

FIG. 50R5

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Install Industry-Specific Virtual Kiosks

Select Virtual Kiosk(s) to Install. To learn more about the available information, click on the "Download Tags" link.

Control Panel for Installing Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The setup files for the selected Industry-Specific Virtual Kiosk(s) have been prepared. You have selected Industry-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	✓	Download Tags
HTML-Embedded Document	X	Download Tags
HTML-Encoded Image	✓	Download Tags
HTML-Encoded Desktop Icon	✓	Download Tags

770/1046

FIG. 50R6

771:046

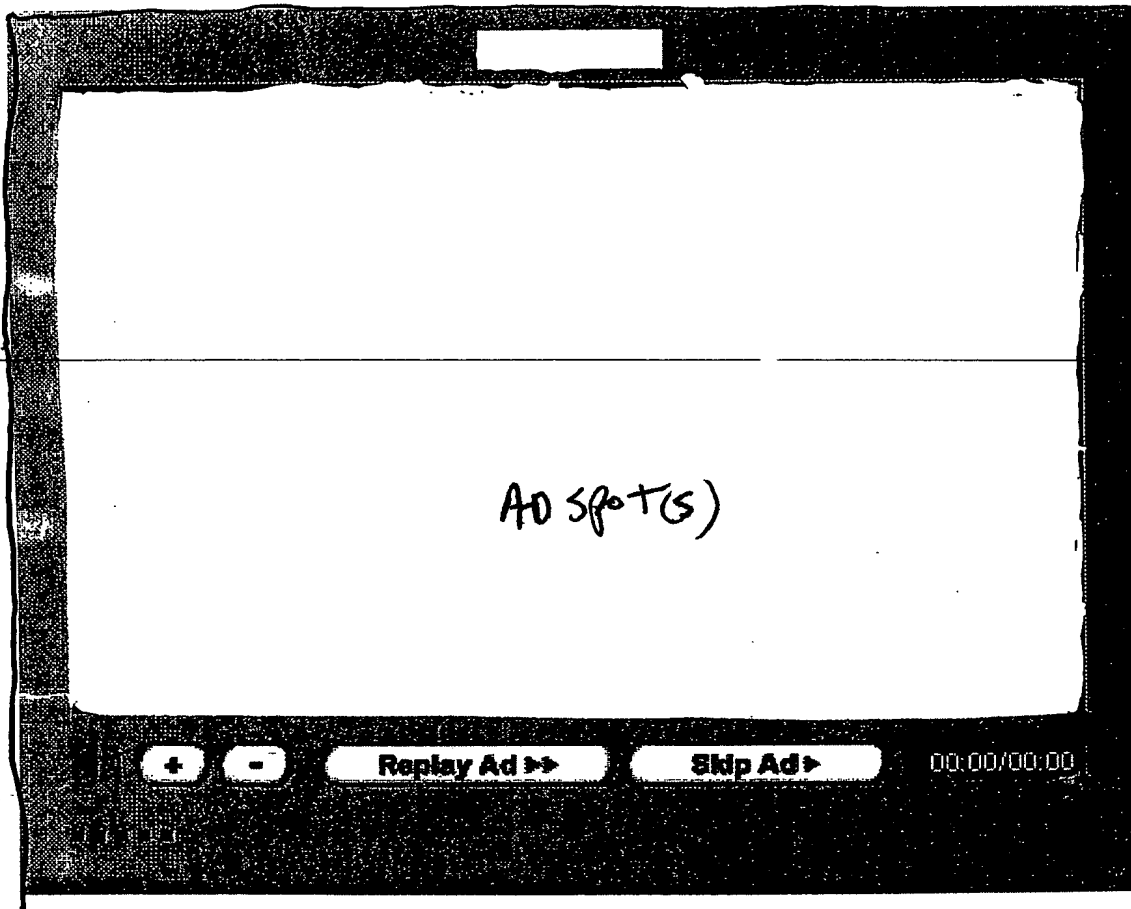


FIG. 5051

772/1046

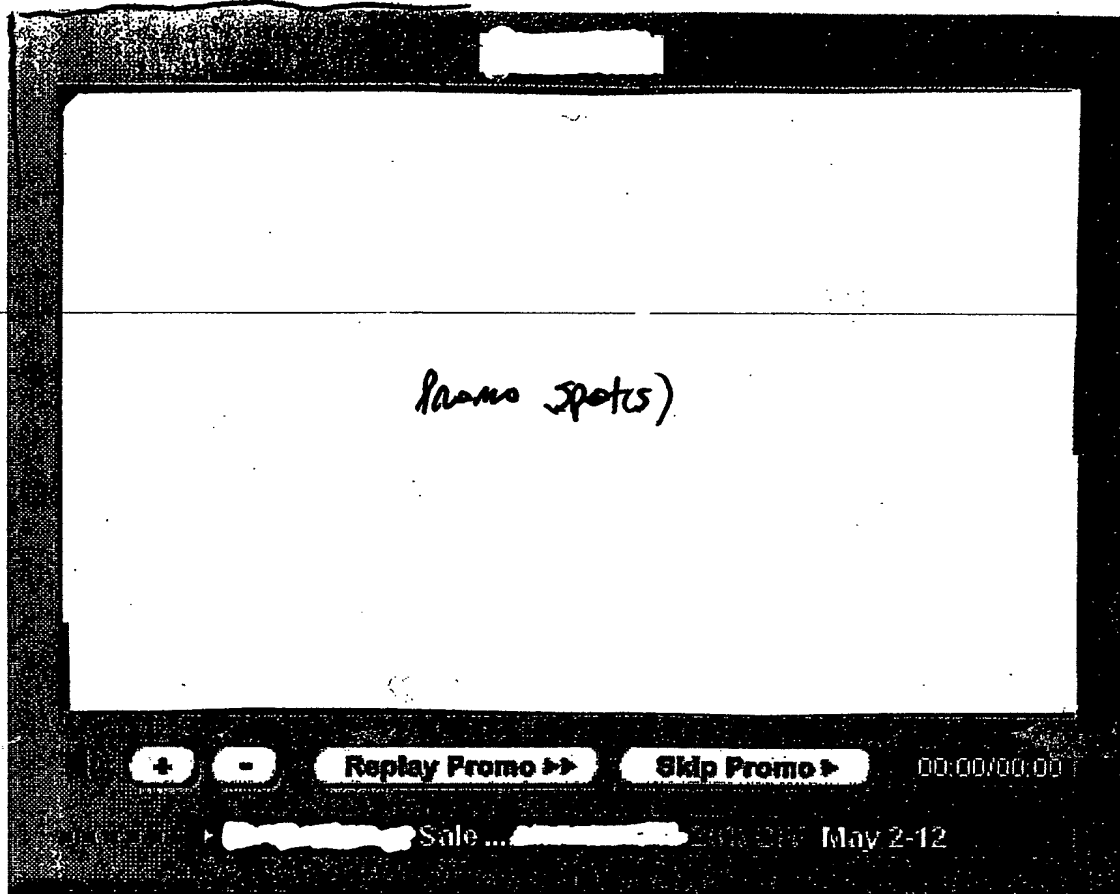


FIG. 5052

773/1046

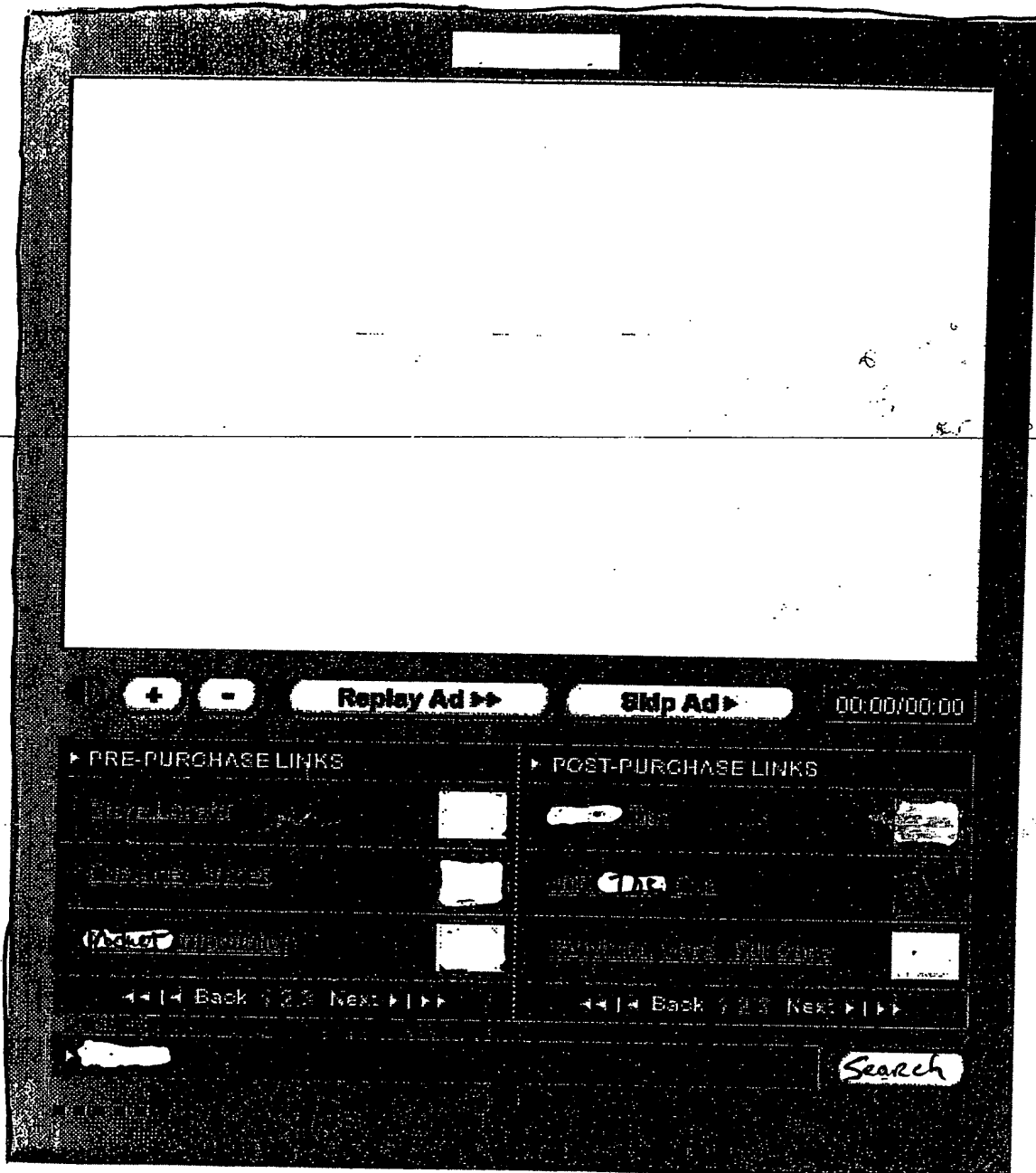


FIG. 50 S3

774/1040

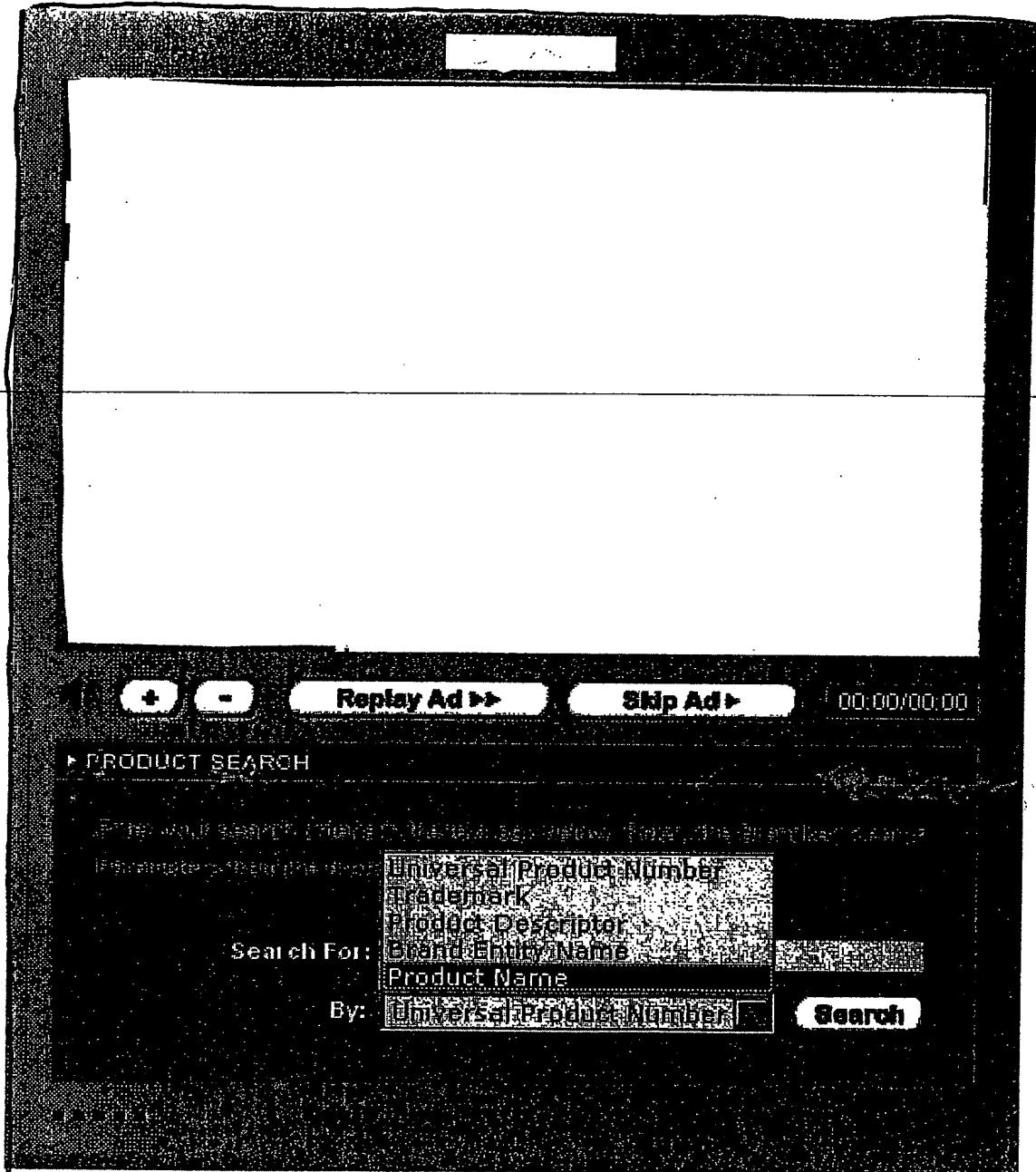


FIG. 50 SH

775/1046

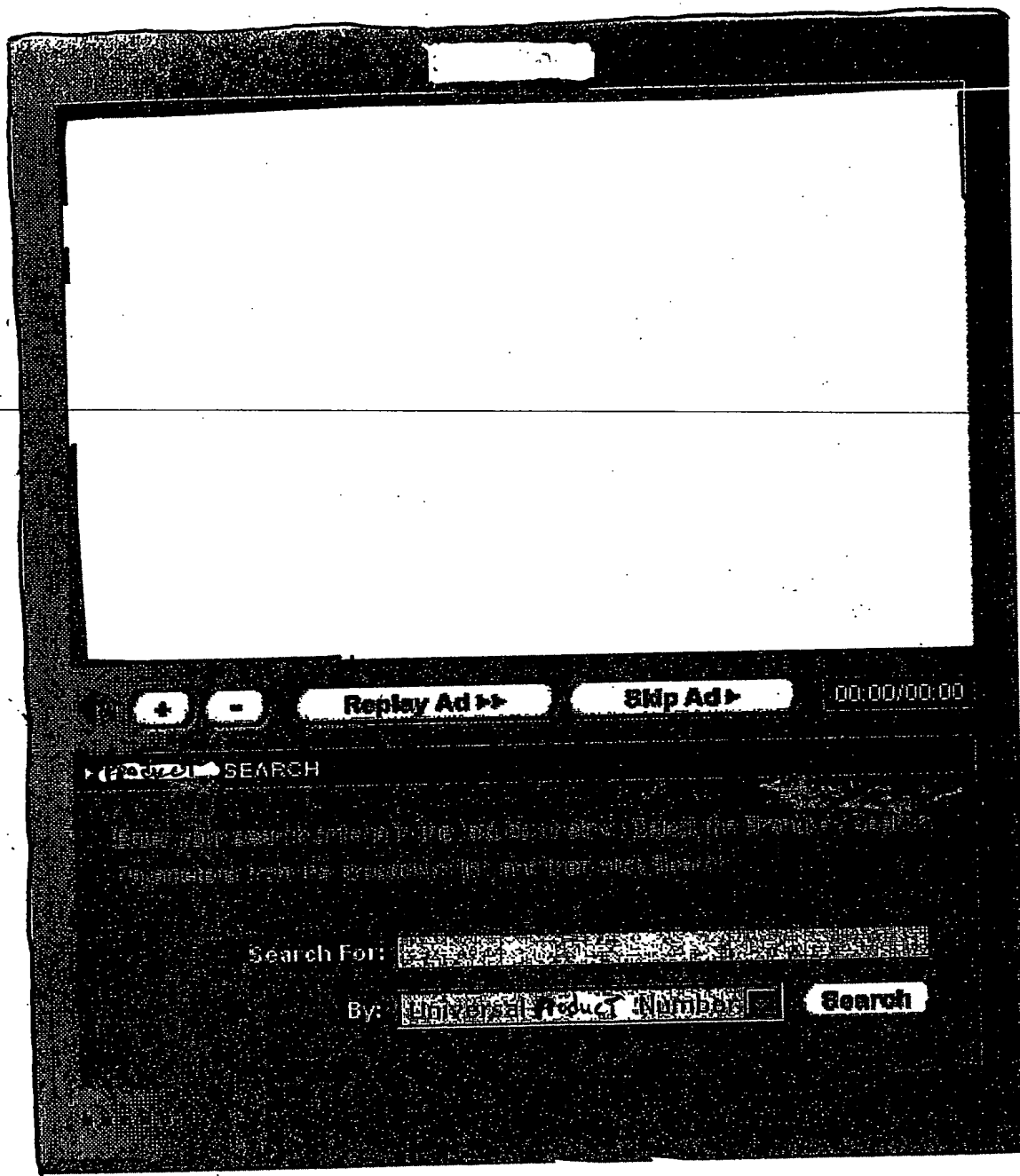


FIG. 50 S5

776/1046

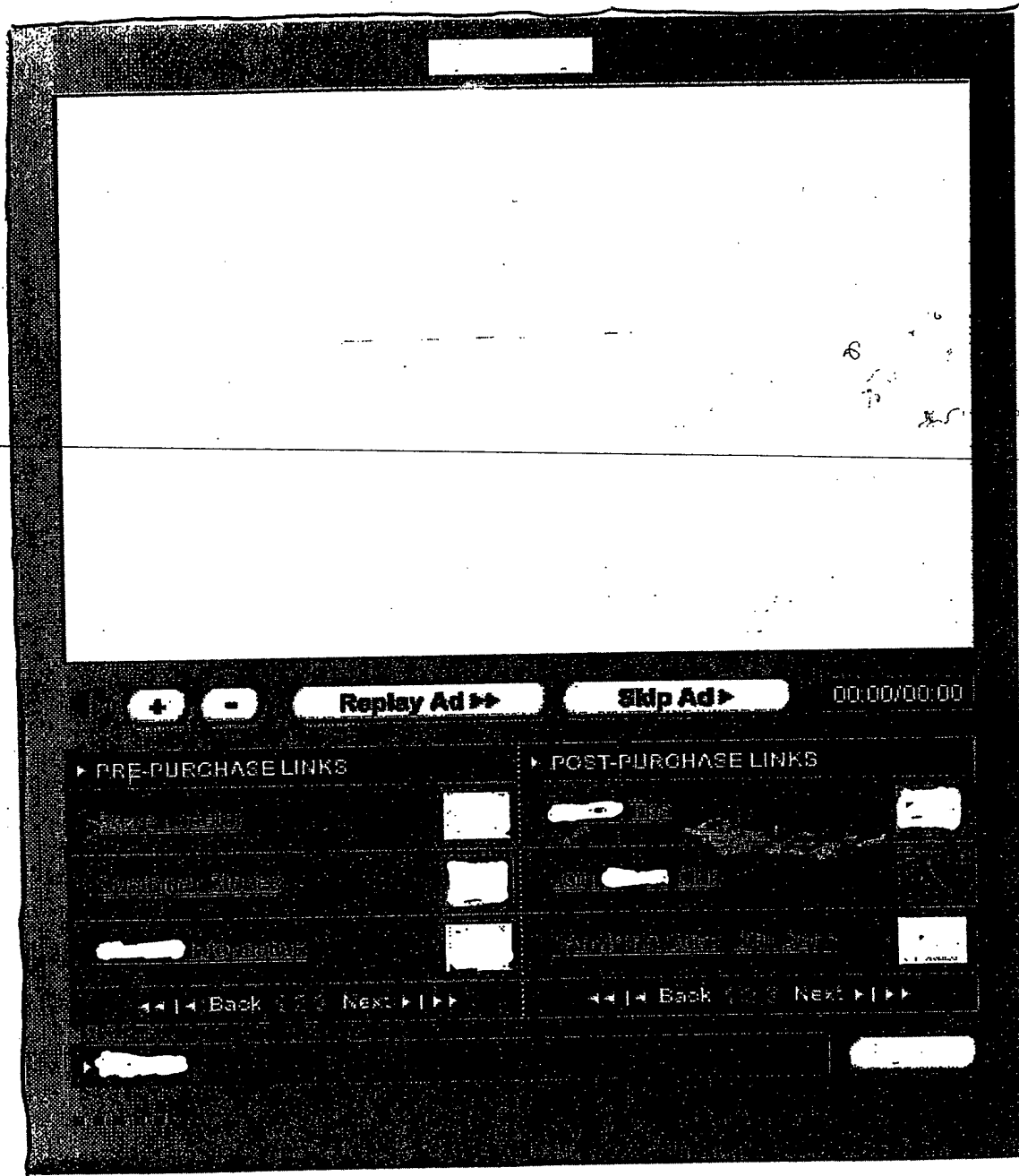


FIG. 5056



Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 507



Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Corporate-Specific Virtual Kiosks are available for Installation. Select the Corporate-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Corporate-Specific Virtual Kiosks available for more than one Vendor, then the Corporate-Specific Virtual Kiosks shall be sorted by Vendor name. Click 'A' to view Corporate-Specific Virtual Kiosks from Vendors beginning with the letter 'A', etc. -- for only consumers

Click Next to install the selected Corporate-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Corporate-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 1 1 2 3 4 5 6 7 8 9 10 1

Vendor Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

<< 4 Back 1 2 3 4 5 Next >>

FIG. 5041





Install Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

Get New Product Numbers License Agreement Download Virtual Kiosk Tag

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Vendor whose Corporate-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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FIG 5042



Install Corporate-Specific Virtual Kiosks

Search Virtual Kiosks | Enter Search Criteria | Download Virtual Kiosk File

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Select a Vendor

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Vendors matched your search criteria and have Corporate-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Corporate-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)	No. of Virtual Kiosks
<u>Vendor Name 1</u>	MIN 1	Virtual Kiosk No 1
<u>Vendor Name 2</u>	MIN 2	Virtual Kiosk No 2
<u>Vendor Name 3</u>	MIN 3	Virtual Kiosk No 3
<u>Vendor Name 4</u>	MIN 4	Virtual Kiosk No 4
<u>Vendor Name 5</u>	MIN 5	Virtual Kiosk No 5

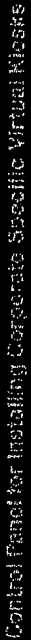
705/1046

FIG. 50U3
http://www.brandkeysystems.com/bk_deliver/m_install_corporate-3.html



file://F:\www\brandkey\bk_deliver\TMVP9\wahjesfv6.htm

5/12/2003



Metall Corporate-Specific Virtual Kiosk's

[Select Virtual Kiosks](#) | [Course Agreement](#) | [Generalization Education Information](#) | [Download Virtual Kiosk Pdf](#)

Corporate-Specific Value: Klock, Paffenhofer, Liska, and Gompert

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

[illegible]

781/1046

Back Agree

FIG. 5044



Install Corporate-Specific Virtual Kiosks

Select Virtual Kiosks | Select Agent | Download Virtual Kiosk Tool

Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Update Installation Location Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Corporate-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Corporate-Specific Virtual Kiosks for your needs.

User Name:	<input type="text"/>
Installation Domain:	<input type="text"/> (e.g. www.virtualkiosklaunchsite.com)
Physical Location:	<input type="text"/>
City:	<input type="text"/>
State:	-- Select One --
Zip/Postal Code:	<input type="text"/>
Country:	United States
Purpose of Installation:	<div></div>

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Back Next

FIG.5045



Install Corporate-Specific Virtual Kiosks

Client Virtual Kiosk - Select Corporate-Specific Virtual Kiosk(s) to Install - Select Corporate-Specific Virtual Kiosk(s) to Install - Select Corporate-Specific Virtual Kiosk(s) to Install

Download Virtual Kiosk Tags

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

The setup files for the selected Corporate-Specific Virtual Kiosk(s) have been prepared. You have selected corporate-specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment Selected

HTML-Embedded Default Logo

Download Tags

✓

HTML-Embedded Document

Download Tags

X

HTML-Encoded Image

Download Tags

✓

HTML-Encoded Desktop Icon

Download Tags

✓

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FIG. 5046

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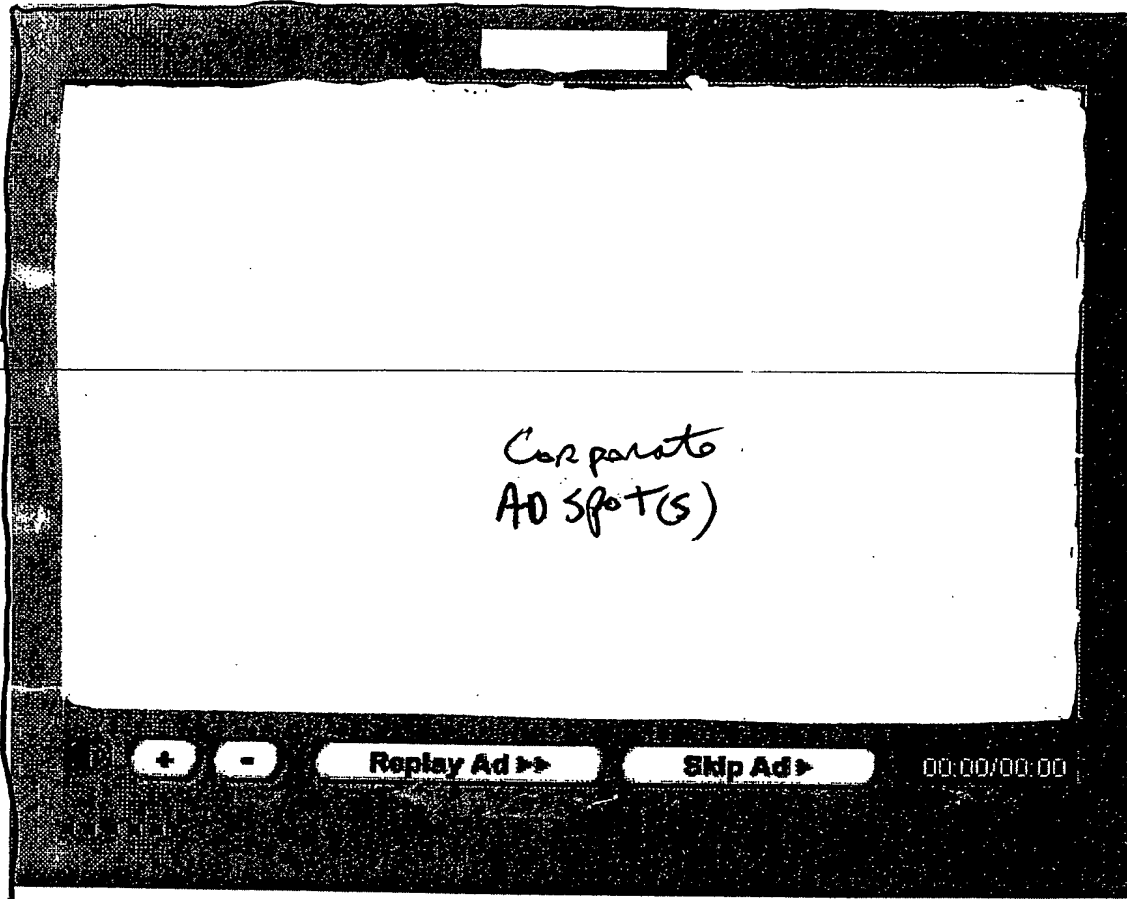


FIG. 50 VI

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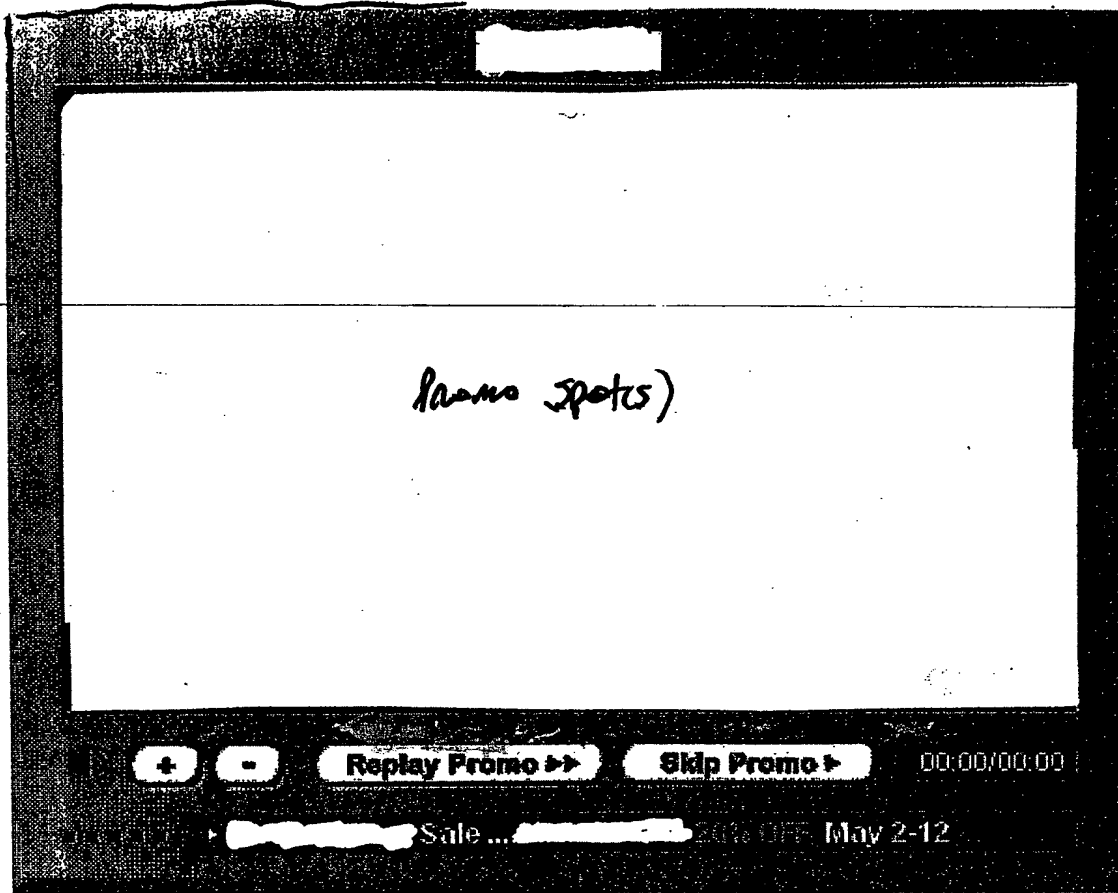


FIG. 50 V2

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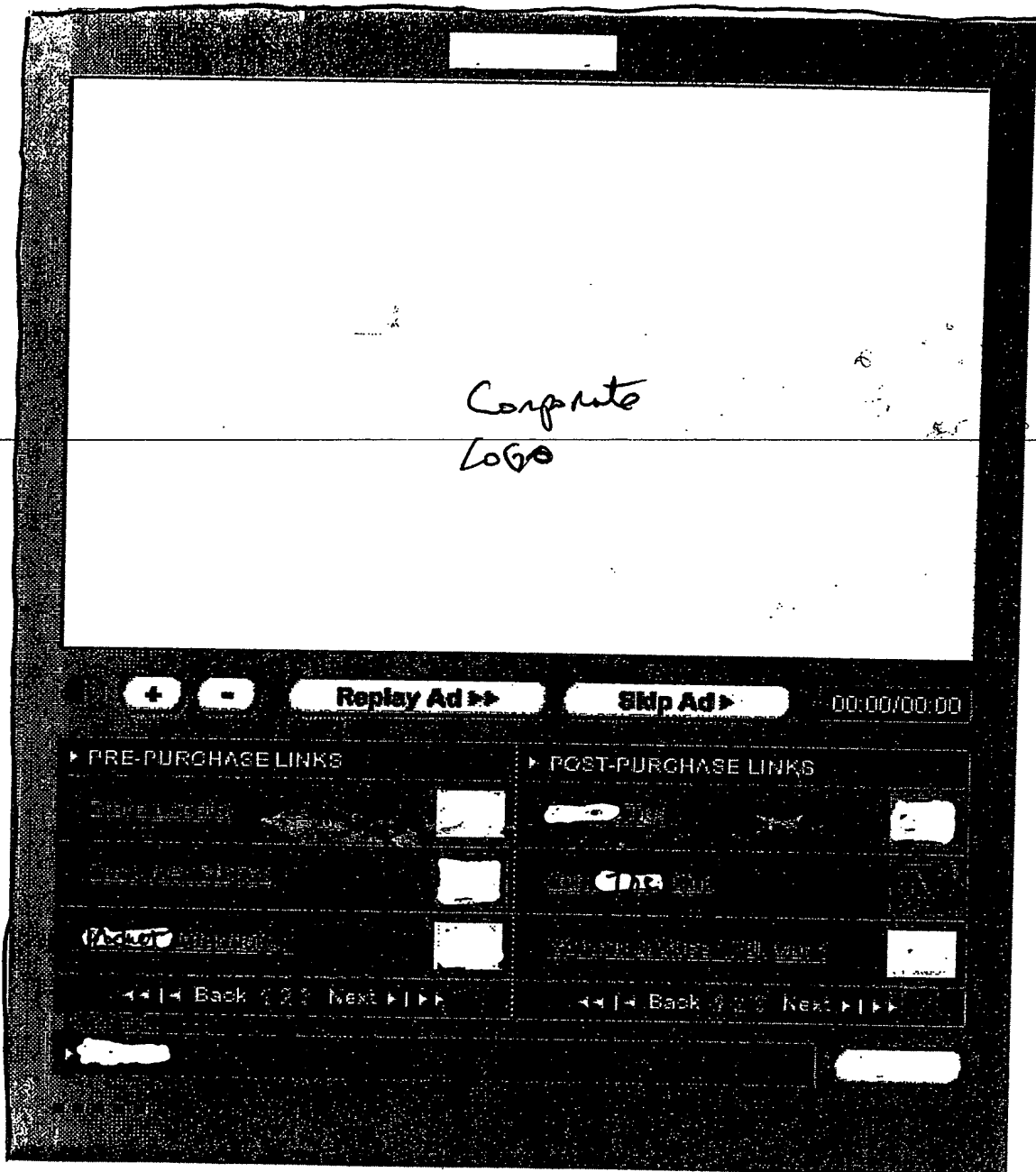


FIG. 50 V3

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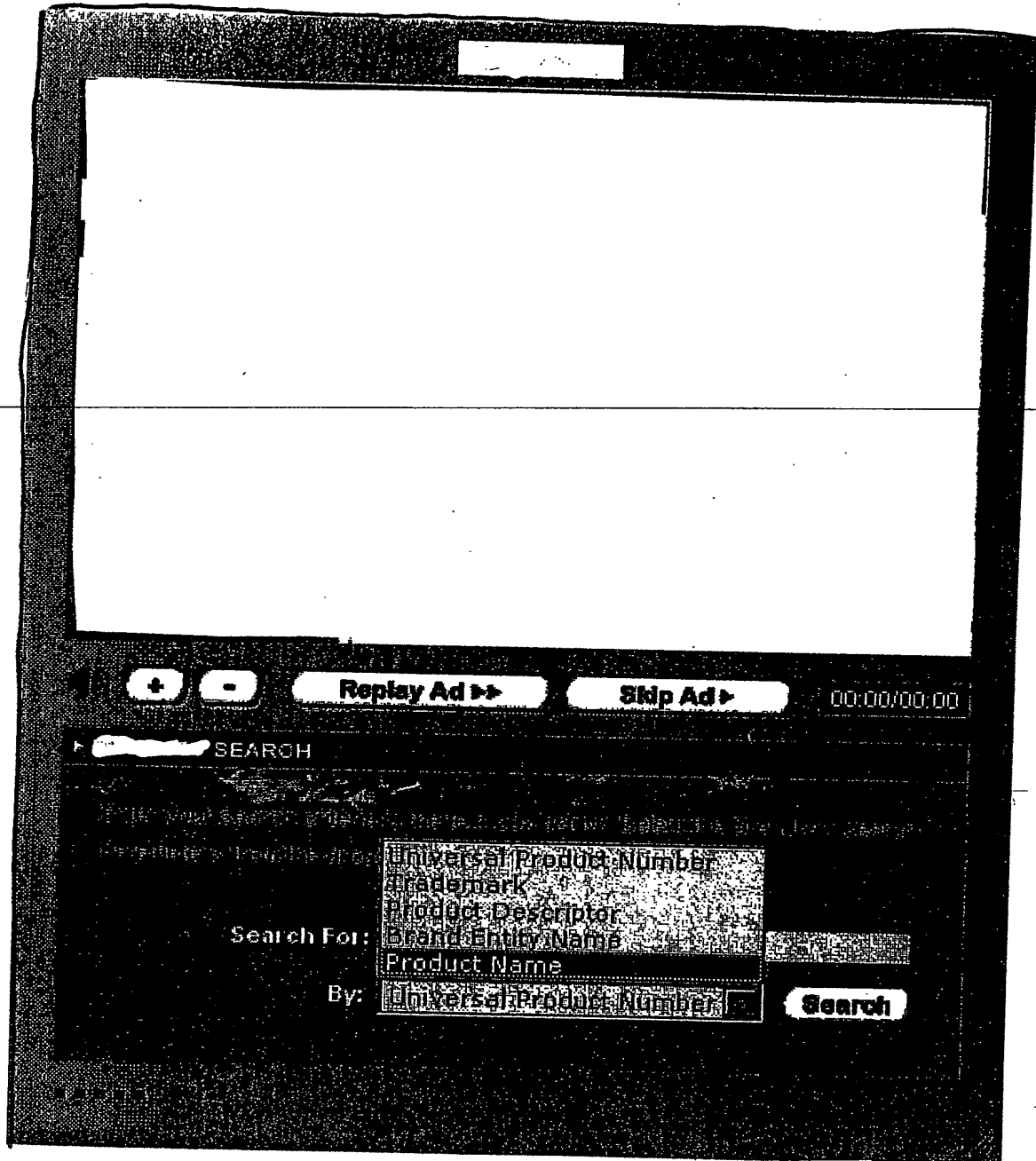


FIG. 50 V4

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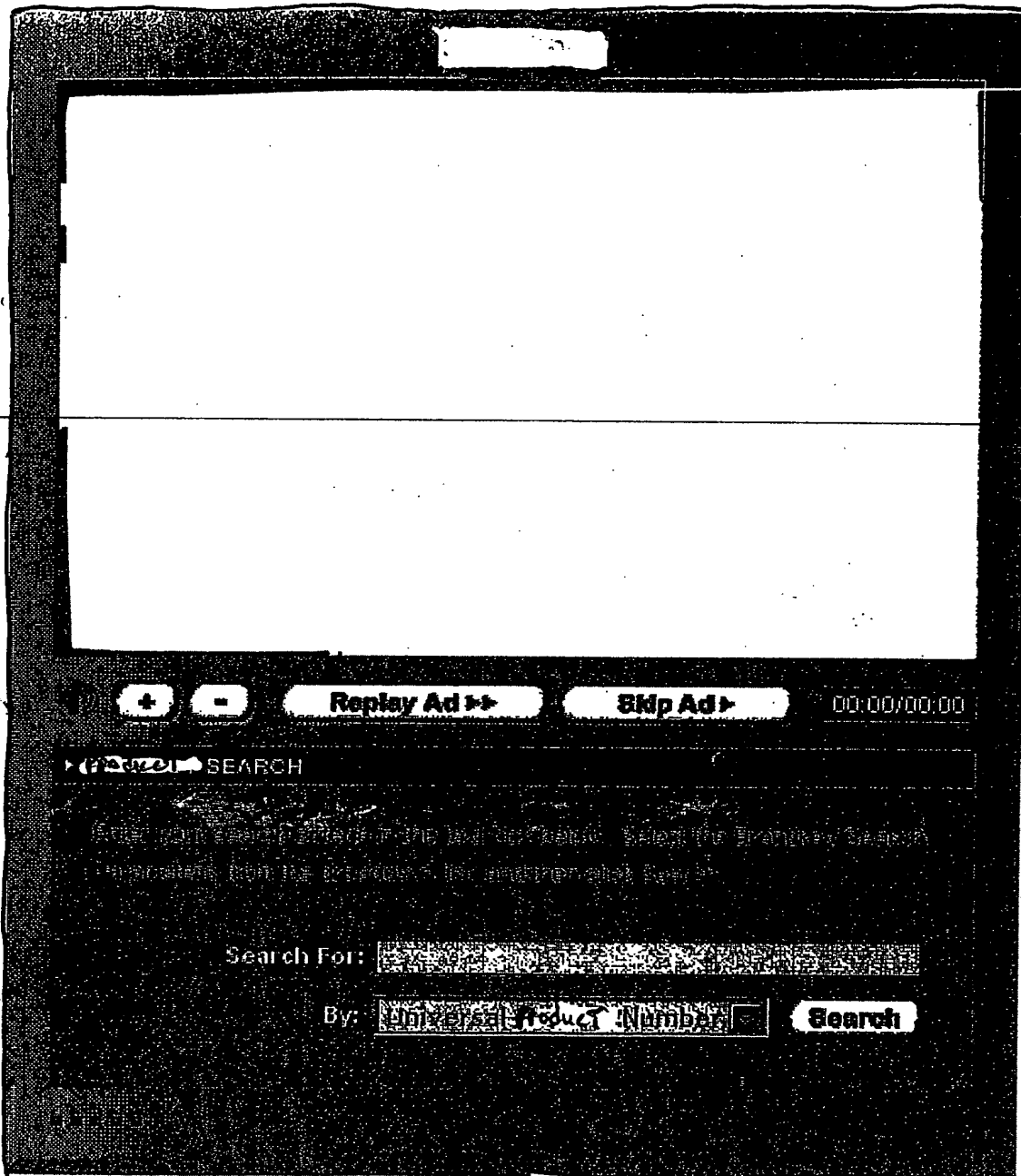


FIG. 50 V5

709/104b

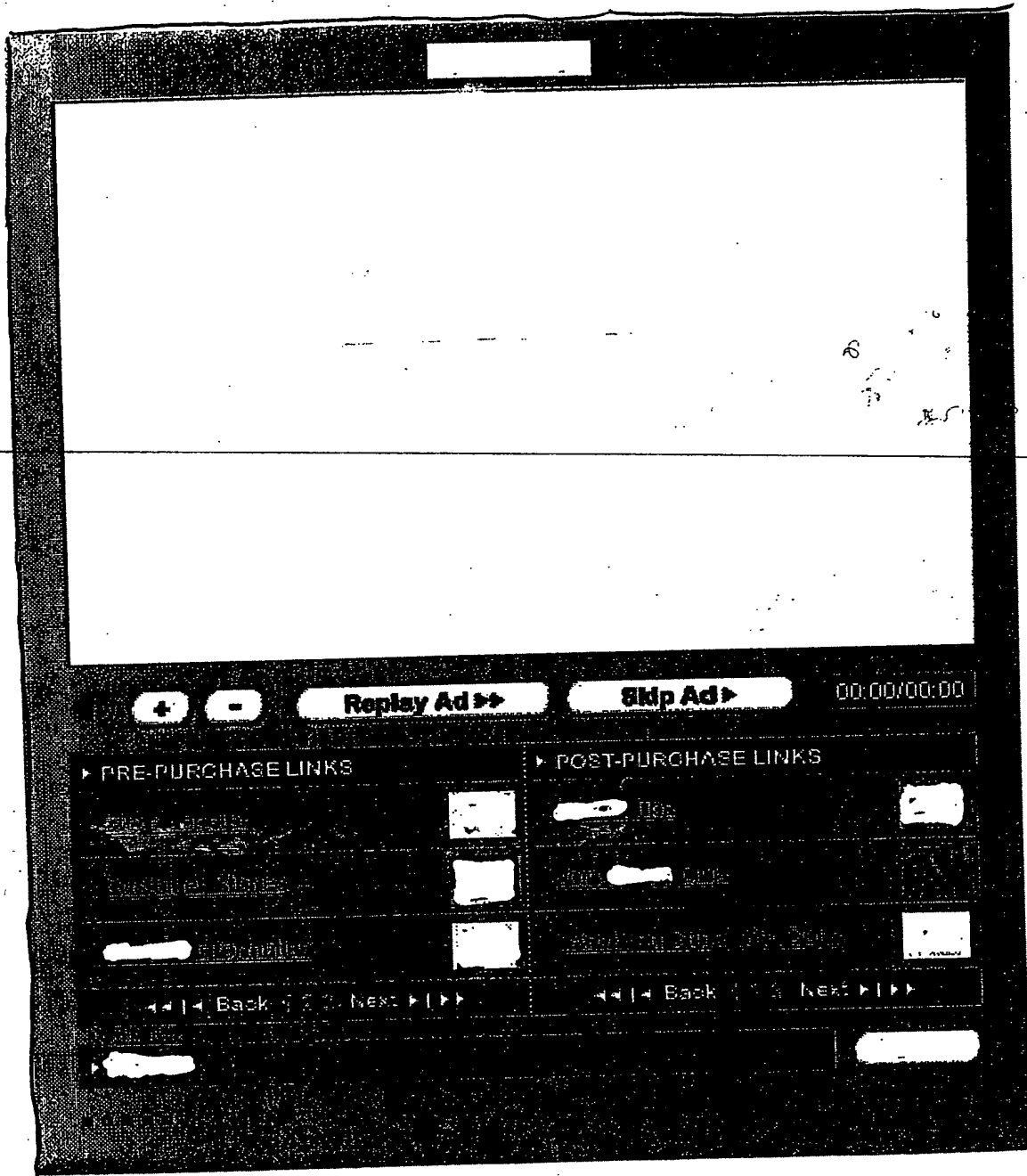



FIG. 50 V6

FIG. 51A

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[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brand Managers](#)
[Advertising Agents](#)
[Promotional Agents](#)
[Full Service Agents](#)
[Marketing Consultants](#)
[Brand Consultants](#)
[Trademark Attorneys](#)

Brandkey Advertise Subsystem Benefits - Standard Demonstration Mode

The Brandkey Advertise™ Subsystem offers brand managers and advertising agents a simple and convenient way of creating, executing and managing advertising campaigns designed to run on networks of multi-mode Virtual Kiosks deployed at Internet-based consumer touchpoints. This Brandkey™ Subsystem enables advertisers and their agents to generate Virtual Kiosk Advertising Directories specifying on which deployed virtual kiosks the advertiser and agents are permitted to run advertising campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

FIG. 51B1

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Brandkey™
.....advertise

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Advertise Subsystem Benefits | Virtual Kiosk Advertising Campaign Management Suite

• Launch Control Panel for Managing Advertising Campaigns

Client Account: DISNEY

Client Account No: 7145001

Text: D.156

User Name: John Smith

Virtual Kiosk Advertising Campaign Management Suite - Standard Demonstration Mode

FIG. 51 C1

Brandkey
.....
advertise

Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Control Panel for Managing Advertising Campaigns

[Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51C2



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Directory Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 5/D1



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Advertising Directory Type

☒ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Generate.

- ☒ General Advertising Directory
☐ Brand-Specific Advertising Directory

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Next

FIG. 51 DZ



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Advertising Directory.

☐ Product-Specific (P-S) Virtual Kiosks

☐ Service-Specific (S-S) Virtual Kiosks

☐ Vendor-Specific (V-S) Virtual Kiosks

☐ Service-Provider Specific (S-P-S) Virtual Kiosks

☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)

☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)

☐ Corporate-Specific (C-S) Virtual Kiosks

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FIG. 51D3



http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-general-1.htm/

file:///F:/www/brandkey/bk_advertise/HTML/PC5a0qesis4.htm

5/12/2003



Directory Management

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Name the General Virtual Kiosk Advertising Directory

[Client Account: DISNEY

| Client Account No: 7145001

| User Name: John Smith

Please assign a name to the General Virtual Kiosk Advertising Directory you wish to Generate.

Name Directory:

797/046

FIG. 51-D4



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

[Generate the General Virtual Kiosk Advertising Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the General Virtual Kiosk Advertising Directory.

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[Back](#) [Generate Directory](#)

FIG. 51D5



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

General Virtual Kiosk Advertising Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the General Virtual Kiosk Advertising Directory



FIG. 5106



Directory Management

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Advertising Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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FIG. 51D7

<http://www.brandkeysystems.com/bk-advertise/m-advertising-directory-brand-1.html>

file:///www/brandkey/bk_advertise/MPd2q33esjah.htm

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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Back Next

FIG 51D8



Directory Management

Campaign Management

Ad-Spec Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General-Type Virtual Kiosk Advertising Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 51D9

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Directory Management

Campaign Management

Ac-Spec Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Name: The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Advertising Directory you wish to Generate.

Name Directory:

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FIG. 51D10



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

[Generate the Brand-Specific Virtual Kiosk Advertising Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Advertising Directory.

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Generate Directory

FIG. 511D11



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Custom Advertising Directory

Media Advertising Directory

Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand-Specific Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory

Download

FIG. 51.D12



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Advertising Directory Type

☒ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Modify.

- ☒ General Advertising Directory
- ☐ Brand-Specific Advertising Directory

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Test Next

FIG. 51D13



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select General Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the General Advertising Directory you wish to modify.

General Advertising Directory

Advertising Directory 1

Advertising Directory 2

Advertising Directory 3

Advertising Directory 4

Advertising Directory 5

Date Created

01/20/2003

02/04/2003

03/25/2003

04/01/2003

05/14/2003

Back 1 2 3 4 5 Next

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FIG. 51D14

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http://www.brandkeysystems.com/bk_advertise/m-advertising-directory-modify.htm

file:///F:/www/brandkey/bk_advertise/FTPctzoiesj05.htm

5/12/2003



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Type

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Advertising Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks



FIG. 5.1 D15

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Directory Management

General Advertising Directory

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Name: General Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this General Advertising Directory.

Directory Name:

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FIG. 51D16



Directory Management

General Advertising Directory

Campaign Management

Ad-Space Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Modify Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Modify button to modify the selected General Advertising Directory.

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Modify Directory

FIG. 51:D17



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

Standard Demonstration Mode

Download Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

Back 1 2 3 4 5 Next

Download PDF copy of the selected General Advertising Directory

Download

FIG. 51.D18



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

Standard Demonstration Mode

Select Brand-Specific Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand-Specific Advertising Directory you wish to modify.

Brand-Specific Advertising Directory

[Advertising Directory.1](#)

[Advertising Directory.2](#)

[Advertising Directory.3](#)

[Advertising Directory.4](#)

[Advertising Directory.5](#)

Date Created

01/20/2003

02/04/2003

03/25/2003

04/01/2003

05/14/2003

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FIG. 50D19



http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-m-brand-1.html

file:///www.brandkey/bk_advertise/IMPdtk7feskww.htm

5/12/2003



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Brand Entities

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

You have selected the following Brand Entities for the Brand-Specific Advertising Directory. To remove a Brand Entity simply uncheck its selected checkbox. Click Next to specify the Virtual Kiosk types for the Brand-Specific Advertising Directory. Click Add Brands to select more Brand Entities to add to the Brand-Specific Advertising Directory.

Brand Entity	Brand Entity Owner	Trademark/Service Mark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

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Back Add Brands Next

FIG. 51D20



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

General Advertising Directory

Virtual Advertising Directory

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Advertising Directory. You may search by Trademark, Servicemark, Product Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



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Back Search

FIG. 51D21



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Advertiser Management

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

4 4 Back 1 2 3 4 5 Next > >>

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Back Next

FIG. 51D22



Directory Management

Advertiser Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Advertising Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 51.D23



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Name: The Brand-Specific Online Keyword Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this Brand-Specific Advertising Directory.

Directory Name:

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FIG. 51D24



Directory Management

Generate Advertising Directory

Campaign Management

Generate Advertising Directory

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Generate The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Advertising Directory.

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Back

Modify Directory

FIG. 51D25



Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management Ad-Spot Management

Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Brand-Specific Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory

Download

FIG. 51D26



Directory Management

Register Campaign

Modify Campaign

Build Campaign

Monitor Campaign

Campaign Management

Register Campaign

Modify Campaign

Build Campaign

Monitor Campaign

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Campaign Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51E1



Directory Management

Campaign Management

Ad-Spot Management

Register Campaign Modify Campaign Campaigns/Reports Monitor Campaigns

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Input Virtual Kiosk Advertising Campaign Basic Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Information below in order to Register the new Virtual Kiosk Advertising Campaign.

Name of Virtual Kiosk Advertising Campaign:

Virtual Kiosk Advertising Campaign Registration Number:

Campaign Start Date:

Campaign End Date:

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Text

FIG. 51E2



Control Panel for Managing Advertising Campaigns

Directory Management	Campaign Management	Ad-Spot Management
Register Campaign	Modify Campaign	Monitor Campaign

Standard Demonstration Mode

Select the Virtual Kiosk Advertising Directory Type:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please select which Type of Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

- ☐ General Virtual Kiosk Advertising Directory
- ☐ Brand-Specific Virtual Kiosk Advertising Directory

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FIG. 51E3



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Register Campaigns Modify Campaigns Plan Steps Campaigns Monitor Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Advertising Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the General Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

General Virtual Kiosk Directory Name

General Virtual Kiosk Directory Name	Date Created
Trek® Cycles 2002	09/06/02
Jaz® Discs 2002	01/30/02
Gatorade USA 2002	06/10/02
Trek® Cycles 2002	11/03/02
Jaz® Discs 2002	09/06/02

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Please select the Brand-Specific Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

Brand-Specific Virtual Kiosk Directory Name

Brand-Specific Virtual Kiosk Directory Name	Date Created
Trek® Cycles 2002	09/06/02
Jaz® Discs 2002	01/30/02
Gatorade USA 2002	06/10/02
Trek® Cycles 2002	11/03/02
Jaz® Discs 2002	06/10/02

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FIG. 5.1E4

Back
button
inserted

Back

http://www.brandkeysystems.com/bk_advertise/m_advertising-campaign-register-3.html

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Directory Management

Campaign Management

Ad-Spot Management

Central Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Advertising Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Advertising Campaign.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Code	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trek® Cycles 2002	090987-098	Type goes here	http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Miami, FL	<input type="checkbox"/>
Trek® Cycles 2002	090987-098	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jaz® Discs 2002	090987-099	Type goes here	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

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Back

Register Campaign

FIG. 51E5

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Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Advertising Campaign

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk Advertising Campaign you wish to Modify by clicking on its Name.

Advertising Campaign Name	Date of Advertising Campaign Registration	Advertising Campaign Registration Number	Advertising Campaign Status
<u>Virtual Kiosk Ad</u>	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Virtual Kiosk Number	Expired
<u>Virtual Kiosk Ad</u>	02-03-02	Virtual Kiosk Number	Stopped
<u>Virtual Kiosk Ad</u>	02-03-02	Virtual Kiosk Number	Stopped

4 | 4 Back 1 2 3 4 5 Next | >>

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FIG. 51E6

Brandkey
 advertise

Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

[Register Campaign](#)
[Modify Campaign](#)
[Run/Stop Campaign](#)
[Monitor Campaign](#)

Standard Demonstration Mode

[Modify the Virtual Kiosk Advertising Campaign](#)

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may Modify the Virtual Kiosk Advertising Campaign by Adding or Removing Virtual Kiosks from the Campaign.

Master Data Record for Virtual Kiosk Advertising Campaign

 Name of Advertising Campaign Date of Advertising Campaign Registration Advertising Campaign Registration Number
 Trek® Cycles 2002 02-03-02 09890-0989

Virtual Kiosk Added to Campaign	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)	Ad Spot Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	90009060	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26
<input type="checkbox"/>	90009061	VS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#29, ASO#32
<input type="checkbox"/>	90009062	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26
<input type="checkbox"/>	90009063	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#29, ASO#32
<input type="checkbox"/>	90009064	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/impression	ASO#26

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶▶

Apply Exit

FIG. 51E7



Directory Management

Standard Campaigns Modify Campaigns

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Run Virtual Kiosk Advertising Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Advertising Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Advertising Campaign button.

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Virtual Kiosk Advertising Campaign 3

Virtual Kiosk Advertising Campaign 4

Run

☐
☐
☐
☐

Run Campaign

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Stop Virtual Kiosk Advertising Campaigns

Select the Virtual Kiosk Advertising Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Advertising Campaign button.

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Stop

☐
☐

FIG. 51E8

Virtual Kiosk Advertising Campaign 3

Virtual Kiosk Advertising Campaign 4



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FIG. 51E9



Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Advertising Campaign

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk Advertising Campaign you wish to Monitor by clicking on its Name.

Advertising Campaign Name	Date of Advertising Registration	Advertising Campaign Registration Number	Advertising Campaign Status
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Expired
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Stopped
<u>Virtual Kiosk Ad</u>	02-03-02	Campaign Registration Number	Stopped

4 | < Back 1 2 3 4 5 Next > | >>

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FIG. 51 E10



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may review the statistics compiled for the selected Virtual Kiosk Advertising Campaign.

Advertising Campaign Name:
Advertising Campaign Registration Number:
Advertising Campaign Registration's Date:
Advertising Campaign Status:
Total Number of Advertisements placed on Campaign's Virtual Kiosks:
Total Number of Advertisements Run on Campaign's Virtual Kiosks:
Total Number of Advertisement-Spot Interruptions on Retail-Specific Virtual Kiosks:
Total Number of Brand Information Networks Accessed by Consumers Responsive to Ad-Spots Run on Virtual Kiosks:

Ad campaign name
Registration Number
06/09/02
Running
5221
3521
275
679

830/1046



FIG. 51E11

Brandkey
.....
advertise

Directory Management

Please Ad-Spot Order, Ready Subspot Order

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Ad-Spot Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 51F1



Directory Management

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Advertising Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Registered Virtual Kiosk Advertising Campaign on which you wish to place Advertising-Spot Orders.

Name of Virtual Kiosk Advertising Campaign

Trek@Cycles 2002

Jaz@Discs 2002

Gatorade USA 2002

Just Do It

Trek@Cycles 2002

Registration Date

02-03-02

02-03-02

02-03-02

02-03-02

02-03-02

Registration Number

09890-0989

09890-0995

09890-1001

09890-1025

09890-0989

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FIG. 50F2



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Advertisements

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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FIG. 51F3



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run. Click the Set Date button to set the Start Date on which the Advertisement will begin to run. Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It	Select Virtual Kiosks	01/02/02	10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

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Back Next

FIG. 51F4



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All

FIG. 51FS

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Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All Set

FIG. 51 F6



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 51 F7

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Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S R-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

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Select All Set

FIG. 51 F8

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Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices \$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices \$/impression	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

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Select All Set

FIG. 51 F9



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S		S-S		V-S		S-P-S		R-S		I-S		C-S		All		
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad										
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>										
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>										
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>										
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>										
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>										
							◀◀	◀	Back	1	2	3	4	5	Next	▶▶

44 | 4 Back 1 2 3 4 5 Next | >>

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Select All Set

FIG. 51 F10



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

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Selected Set

FIG. 51.F11



Control Panel for Managing Advertising Campaigns

Directory Management
 Add New Spot Order
 Modify Ad Spot Order

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S R-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 51 F12

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Set Date

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Start Date on which the Advertisement will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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FIG. 51 F13



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Set Frequency

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of times the Advertisement may run.

- ☐ 1 X/hr
☐ 2 X/hr
☐ 5 X/hr
☐ 10 X/hr

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FIG. 51.F14



Control Panel for Managing Advertising Campaigns

[Directory Management](#) |
 [Campaign Management](#) |
 [Ad-Spot Management](#) |
 [Place Ad Spot Order](#) |
 [Modify Ad Spot Order](#)

Standard Demonstration Mode

[Confirm Virtual Kiosk Advertisement Spot Order](#)

Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Please confirm the Advertisement(s) that has been placed on each Virtual Kiosk below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Advertisements
Jaz® Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	View Advertisements
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	View Advertisements
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-alr.html	Norwalk, CT	View Advertisements
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Advertisements

[Back](#) |
 [1](#) |
 [2](#) |
 [3](#) |
 [4](#) |
 [5](#) |
 [Next](#)

[Back](#) |
 [Place Ad Spot Order](#)

FIG. 5.1 F15

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

View Advertisements

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Advertisement

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek@ Cycles 2002

Jaz@ Discs 2002

Gatorade USA 2002

Relative Order

1

2

3

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FIG. 57F16



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order Modify Ad Spot Order

Standard Demonstration Mode

Content/Virtual Kiosk Advertising Items/Spot Order

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Ad-Spot Order No. 1234567 has been placed. Please review the Order Information below to confirm it.

Virtual Kiosk Name: Trek® Cycles 2002

Virtual Kiosk Type Code: Type goes here

Virtual Kiosk Serial Number: 090987-098

Installation Domain: http://www.trek.com/cycles.html

Physical Location (if applicable): Norwalk, CT

Ad-Spot Place on this Virtual Kiosk:
Title 1
Title 2
Title 3

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Back Confirm

FIG. 51 A17

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Press Ad-Spot Order

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Ad-Spot Order you wish to modify.

Ad-Spot Order Number

1209978901
1209978932
1209978456
1209978678
1209978222

Date Placed

01/20/2003
02/04/2003
03/25/2003
04/01/2003
05/14/2003

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 51F18



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Common Virtual Kiosk Advertising Locations: Spot-Once

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Advertisements have been placed on the Virtual Kiosks below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button. Click Update Advertisements to modify your Advertisement Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Advertisements
Jaz® Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	View Advertisements
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	View Advertisements
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Advertisements
Trek® Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Advertisements

44 | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

[Back](#) [Update Advertisements](#) [Next](#)

FIG. 51 F19

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

[View Advertisements](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Advertisement

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek@ Cycles 2002

Jaz@ Discs 2002

Gatorade USA 2002

Relative Order

1

2

3

850/1046

Set

FIG. 51 F20



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Assign Advertisements to Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign.
Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run.
Click the Set Date button to set the Start Date on which the Advertisement will begin to run.
Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

44 | 4 Back 1 2 3 4 5 Next | >>

Back Add Advertisements Next

FIG. 51 F21

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

◀◀◀

4 Back 1 2 3 4 5 Next ▶▶▶

Back 1 2 3 4 5 Next

Select All Set

FIG. 51 F22

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>		

Back 1 2 3 4 5 Next

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Select All Set

FIG. 51 F23



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Place Ad Spot Order

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All Set

FIG. 51 F24



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

◀◀ | ◀ Back

12345

Next ▶▶

Back 1 2 3 4 5 Next

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Select All

FIG. 51 F24



Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Sat
Sat

FIG. 51 F25



Central Panel for Managing Advertising Campaigns

[Directory Management](#)
[Place Ad-Spot Order](#)
[Modify Ad-Spot Order](#)
[Campaign Management](#)
[Ad-Spot Management](#)

Standard Demonstration Mode

☐ Client Account: DISNEY
 ☐ Client Account No: 7145001
 ☐ User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>	

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[Next](#)

FIG. 51 F26

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices \$/impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices \$/impression		<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All

FIG. 5 F27

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Control Panel for Managing Advertising Campaigns

Directory Management | Campaign Management | Ad-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 51F28

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Control Panel for Managing Advertising Campaigns

Directory Management

Campaign Management

Ad-Spot Management

Standard Demonstration Mode

Set Date

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Start Date on which the Advertisement will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 51F29



Directory Management

Campaign Management

Ad-Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Set Frequency

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Set the maximum number of times the Advertisement may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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FIG. 51F30



Directory Management

Place Ad Spot Order

Campaign Management

Ad Spot Management

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select Advertiser

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Just Do It	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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FIG. 51F31

FIG. 52A

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http://www.brandkeysystems.com/bk_promote/index_benefits.html

FIG. 52B

Brandkey™
..... promote

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Promote Subsystem Benefits | Virtual Kiosk Promote Campaign Management Site

Brand Managers

Advertising Agents

Promotional Agents

Full Service Agents

Marketing Consultants


Brand Consultants

Trademark Attorneys

Brandkey Promote Subsystem Benefits - Standard Demonstration Mode

The Brandkey Promote™ Subsystem offers brand managers and their promotional agents a simple and convenient way of creating, executing and managing promotional campaigns designed to run on networks of multi-mode Virtual Kiosks that have been deployed at Internet-based consumer touchpoints. This Brandkey subsystem enables promoters and agents to generate Virtual Kiosk Promotional Directories specifying on which deployed virtual kiosks the promoter and agents are permitted to run promotional campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

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[Launch Control Panel for Managing Promotional Campaigns](#)


Virtual Kiosk Promotion Campaign Management Suite - Standard Demonstration Mode



Client Account: DISNEY



Client Account No: 7145001



User Name: John Smith

Text: P.162

FIG. 52C1



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Control Panel for Managing Promotional Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52C2



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Site Management

Standard Demonstration Mode

Directory Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52C3



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Standard Demonstration Mode

Select Promotional Directory Type

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Generate.

- ☒ General Promotional Directory
- ☐ Brand-Specific Promotional Directory

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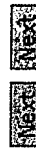


FIG. 52C4



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Type

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks

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Back button
Inserted →



FIG. 52C5



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Campaign Management > Virtual Kiosk Promotional Directory

Standard Demonstration Mode

Name the General Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the General Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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FIG. 52C6



Directory Management

Campaign Management

Promo Spot Management

Control Panel for Managing Promotional Campaigns

Generate Promotional Directory Modify Promotional Directory

Standard Demonstration Mode

Generate the General Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the General Virtual Kiosk Promotional Directory.

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Back

Generate Directory

FIG. 52C7



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

The General Virtual Kiosk Promotional Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the General Virtual Kiosk Promotional Directory

Download

FIG. 52C8



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark



Search

FIG. 52C9

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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FIG. 51C10

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General-Type Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 52C11



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Name the Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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FIG. 51C12



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

[Generate the Brand-Specific Virtual Kiosk Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Promotional Directory.

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Back

Generate Directory

FIG. 52C13



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory

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FIG. 52C14

http://www.brandkeysystems.com/bk_promote/m_promotional-directory-brand-6.html

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Select Promotional Directory Type

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Select the Type of Advertising Directory you wish to Modify.

- ☒ General Promotional Directory
- ☐ Brand-Specific Promotional Directory

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Next

FIG. 52C15



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promo-Spec Management
Selected Brand-Specific Promotional Directory		

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Brand-Specific Promotional Directory you wish to modify.

Brand-Specific Promotional Directory

- [Promotional Directory 1](#)
- [Promotional Directory 2](#)
- [Promotional Directory 3](#)
- [Promotional Directory 4](#)
- [Promotional Directory 5](#)

Date Created

- 01/20/2003
- 02/04/2003
- 03/25/2003
- 04/01/2003
- 05/14/2003

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FIG. 52C16



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spec Management

Standard Demonstration Mode

Select Brand Entities

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

You have selected the following Brand Entities for the Brand-Specific Promotional Directory. To remove a Brand Entity simply uncheck its selected checkbox. Click Next to specify the Virtual Kiosk types for the Brand-Specific Promotional Directory. Click Add Brands to select more Brand Entities to add to the Brand-Specific Promotional Directory.

Brand Entity	Brand Entity Owner	Trademark/Service/Remark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

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Back

Add Brands

Next

FIG. 51C17



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promo-Spot Management
Control Panel for Managing Promotional Campaigns		

Standard Demonstration Mode

[Search for Brand Entity](#)

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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FIG. 52c18

Brandkey[™]

promote

Directory Management

General Promotional Directory

Campaign Management

Promo-Spot Management

Control Panel: Managing Promotional Campaigns

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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FIG. 52C19



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promote-Spec. Management
Control Panel for Managing Promotional Campaigns		

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Promotional Directory.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. 57C20



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

General Promotional Directory

Name the Brand-Specific or the Brand Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this Brand-Specific Promotional Directory.

Directory Name:

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FIG. 51CZ1



Directory Management

Campaign Management

Promote-Space Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Generate the Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Promotional Directory.

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Back Modify Directory

FIG. 52C22



Control Panel for Managing Promotional Campaigns

Directory Management Campaign Management Promote-Side Management

Standard Demonstration Mode

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/impression

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Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory

FIG. 52C23



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Select General Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Select the General Promotional Directory you wish to modify.

General Promotional Directory

- Promotional Directory 1
- Promotional Directory 2
- Promotional Directory 3
- Promotional Directory 4
- Promotional Directory 5

Date Created

- 01/20/2003
- 02/04/2003
- 03/25/2003
- 04/01/2003
- 05/14/2003

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FIG. 51C24



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promote-Spec Management

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Promotional Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

- ☐ Product-Specific (P-S) Virtual Kiosks
- ☐ Service-Specific (S-S) Virtual Kiosks
- ☐ Vendor-Specific (V-S) Virtual Kiosks
- ☐ Service-Provider Specific (S-P-S) Virtual Kiosks
- ☐ Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- ☐ Corporate-Specific (C-S) Virtual Kiosks

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FIG. 52c 25



Directory Management

General Promotional Directory

Campaign Management

Promo-Soc. Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Name the General Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may change the Name assigned to this General Promotional Directory.

Directory Name: Promotional Directory 1

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FIG. 52C26



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Modify Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Please click the Modify button to modify the selected General Advertising Directory.

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Back Modify Directory

FIG. 52C 27



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

[Download Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco, Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco, Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco, Norwalk, CT	activity indices	\$/Impression

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Download PDF copy of the selected General Promotional Directory

[Download](#)

FIG. 52C28



Directory Management

Register Campaign

Modify Campaign

Relationship Management

Advertise Campaign

Campaign Management

Register Campaign

Modify Campaign

Relationship Management

Advertise Campaign

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Campaign Management

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text Here.

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FIG. 52D1



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Input Virtual Kiosk Promotional Campaign Registration Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please enter the information below in order to Register the new Virtual Kiosk Promotional Campaign.

Name of Virtual Kiosk Promoting Campaign:	<input type="text"/>
Virtual Kiosk Promoting Campaign Registration Number:	<input type="text"/>
Campaign Start Date:	<input type="text"/>
Campaign End Date:	<input type="text"/>

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FIG. 52D2



Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Select Virtual Kiosk Promotional Directory Type

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select which Type of Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

- ☐ General Virtual Kiosk Promotional Directory
- ☐ Brand-Specific Virtual Kiosk Promotional Directory

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FIG. 52D3



Directory Management

Campaign Management

Promo-Spec Management

Control Panel for Managing Promotional Campaigns

General Campaign Mobile Campaign Promotional Campaign Monitor Campaign

Standard Demonstration Mode

Select Virtual Kiosk Promotional Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the General Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

General Virtual Kiosk Directory Name

General Virtual Kiosk Directory Name	Date Created
<u>Irek@ Cycles 2002</u>	09/06/02
<u>Jaz@ Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Irek@ Cycles 2002</u>	11/03/02
<u>Jaz@ Discs 2002</u>	09/06/02

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Please select the Brand-Specific Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

Brand-Specific Virtual Kiosk Directory Name

Brand-Specific Virtual Kiosk Directory Name	Date Created
<u>Irek@ Cycles 2002</u>	09/06/02
<u>Jaz@ Discs 2002</u>	01/30/02
<u>Gatorade USA 2002</u>	06/10/02
<u>Irek@ Cycles 2002</u>	11/03/02
<u>Jaz@ Discs 2002</u>	09/06/02

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Insert → back button

FIG. 52D4



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Register Campaign | Modify Campaign | Edit Campaign | Monitor Campaign

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Promotional Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Promotional Campaign.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trek@Cycles 2002	090987-098	Type goes here	http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.jaz.com/discs/jaz.html	Miami, FL	<input type="checkbox"/>
Trek@Cycles 2002	090987-098	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jaz@Discs 2002	090987-099	Type goes here	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

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Back Register Campaign

FIG. 52D5

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promote-Side Management

Standard Demonstration Mode

Select Virtual Kiosk Promotional Campaign

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosk Promotional Campaign you wish to Modify by clicking on its Name.

Name of Virtual Kiosk Promo Campaign	Owner of Virtual Kiosk Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Expired
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped

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FIG. 51D6



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Register Campaign Money can be paid through credit card, bank transfer, or check.

Standard Demonstration Mode

Modify the Virtual Kiosk Promotional Campaign

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may Modify the Virtual Kiosk Promotional Campaign by Adding or Removing Virtual Kiosks from the Campaign.

Master Data Record for Virtual Kiosk Promotional Campaign

Name of Virtual Kiosk Promo Campaign: Trek® Cycles 2002
 Owner of Virtual Kiosk Promo Campaign: Trek, Inc.
 Date of Campaign Registration: 02-03-02
 Campaign Registration Number: 09890-0989

Virtual Kiosk Added to Subnetwork of the Campaign	Virtual Kiosk ID No.	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or applicable)	Virtual Kiosk User Activity Indices	Promo Spot Rate (\$/Impression)	Promo Spot Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	90009060	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#26
<input type="checkbox"/>	90009061	VS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/>	90009062	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#56
<input type="checkbox"/>	90009063	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#98
<input type="checkbox"/>	90009064	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity Indices	\$/Impression	ASO#30

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FIG. 52D7



Control Panel for Managing Promotional Campaigns

Directory Management Campaign Management
 English Campaign Monitor Campaign Monitor Campaign

Standard Demonstration Mode

Run Virtual Kiosk Promotional Campaigns

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosk Promotional Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Promotional Campaign button.

- Virtual Kiosk Promotional Campaign
- Virtual Kiosk Promotional Campaign 1
- Virtual Kiosk Promotional Campaign 2
- Virtual Kiosk Promotional Campaign 3
- Virtual Kiosk Promotional Campaign 4

Run ☐ ☐ ☐ ☐

Run Campaign

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Stop Virtual Kiosk Promotional Campaigns

Select the Virtual Kiosk Promotional Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Promotional Campaign button.

- Virtual Kiosk Promotional Campaign
- Virtual Kiosk Promotional Campaign 1
- Virtual Kiosk Promotional Campaign 2

Stop ☐ ☐

FIG. 52D.8

Virtual Kiosk Promotional Campaign 3

Virtual Kiosk Promotional Campaign 4



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FIG. 52D9

http://www.brandkeysystems.com/bk_promote/m_promotional-campaign-run-1.html



Directory Management

Register Campaign

Monitor Campaign

Promote Campaign

Virtual Kiosk Campaign

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Virtual Kiosk Promotional Campaign you wish to Monitor by clicking on its Name.

Name of Virtual Kiosk Campaign	Owner of Virtual Kiosk Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Expired
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped
<u>Virtual Kiosk Promo</u>	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped

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FIG. 52D10



Directory Management

Register Campaign

Monitor Campaign

Control Campaign

Campaign Management

Promo Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Monitor Virtual Kiosk Promotional Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may review the statistics compiled for the selected Virtual Kiosk Promotional Campaign.

Promotional Campaign Name:

Promotional Campaign Registration Number:

Promotional Campaign Registration's Date:

Promotional Campaign Status:

Total Number of Promotions placed on Campaign's Subnetwork of Virtual Kiosks:

Total Number of Promotions Run on Campaign's Subnetwork of Virtual Kiosks:

Total Number of Promo Spot Interruptions on Retail-Specific Virtual Kiosks on Subnetwork:

Total Number of Brand Information Networks Accessed by Consumers Response to

PromoSpot Displayed on Virtual Kiosks:

Promo campaign name

Registration Number

06/09/02

Running

5221

3521

275

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FIG. 52D11





Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Promo-Spot Management

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text Here.

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FIG. 52E1



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk Promotional Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Registered Virtual Kiosk Promotional Campaign on which you wish to place Promo-Spot Orders.

Name of Virtual Kiosk Promotional Campaign

Trek® Cycles 2002

Jax® Discs 2002

Gatorade USA 2002

Just Do It!

Trek® Cycles 2002

Registration Number

09890-0989

09890-0995

09890-1001

09890-1025

09890-0989

Registration Date

02-03-02

02-03-02

02-03-02

02-03-02

02-03-02

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FIG. 52E2



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Promotions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Kiosk Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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FIG. 52E3

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo Spot Management

Assign Promotions to Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign.
Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the promotion will run.
Click the Set Date button to set the Start Date on which the promotion will begin to run.
Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	5 X/hr

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FIG. 52E4

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Standard Demonstration Mode

Control Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>	

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Select All Set

FIG. 52E5

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

◀◀ Back 1 2 3 4 5 Next ▶▶

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Select All Set

FIG. 51E6

Brandkey™

 promote

Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

<< | < Back 1 2 3 4 5 Next > | >>

 Select All
 Select All

FIG. 51E7



Control Panel for Managing Promotional Campaigns

[Directory Management](#) |
 [Campaign Management](#) |
 [Promo-Spot Management](#) |
 [Place Promos](#) |
 [Spot Order](#) |
 [Modify Promos](#) |
 [Spot Order](#)

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>	

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Select All

Fig. 51E8



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S		V-S		S-P-S		R-S		I-S		C-S		All	
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo									
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>									
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>									
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>									
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>									
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity_indices</u>	<u>\$/impression</u>	<input type="checkbox"/>									

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Select All Select

FIG. 51E9



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spec Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>		

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Select All Set

FIG. 52E10



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

Select All Set

FIG. 52E11

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S

S-S

V-S

S-P-S

R-S

I-S

C-S

All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next



FIG. S1E12

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Standard Demonstration Mode

Set Date

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Start Date on which the Promotion will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 52E 13



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Set Frequency

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Set the maximum number of times the Promotion may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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Set

FIG. 52E14



Control Panel for Managing Promotional Campaigns

[Directory Management](#)
[Campaign Management](#)
[Promo-Spot Management](#)

Standard Demonstration Mode

[Confirm Virtual Kiosk Promotional Spot Order](#)

☐ Client Account: DISNEY
 ☐ Client Account No: 7145001
 ☐ User Name: John Smith

Please confirm the promotion(s) that has been placed on each Virtual Kiosk below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View promotions button.

Virtual Kiosk Name	Virtual Kiosk Type Code	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Trek® Cycles 2002	Type goes here	090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Promotions
Jaz® Discs 2002	Type goes here	090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	View Promotions
Gatorade USA 2002	Type goes here	090987-098	http://www.gatorade.com	Miami, FL	View Promotions
Just Do It!	Type goes here	090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Promotions
Trek® Cycles 2002	Type goes here	090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Promotions

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[Place Promo Spot Order](#)

FIG. 52E15

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Promotion	Title	Relative Order
http://www.trek.com/cycles.html	Trek@ Cycles 2002	<input type="text" value="1"/>
http://www.jaz.com/discs/jaz.html	Jaz@ Discs 2002	<input type="text" value="2"/>
http://www.gatorade.com	Gatorade USA 2002	<input type="text" value="3"/>

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Create New Promotional Message Set

FIG. 52E16



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management |

Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create new promotional message.

Message:

Background Color:

Message Font:

Message Color:

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[View Message](#) [Set](#)

FIG. 52E17



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promo Spot Management
Place Promos	View Promos	Modify Promos

Standard Demonstration Mode

View Promotions

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Nike Ice Hockey Equipment on Sale Until November 1st. \$29.95

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Set

FIG. 52E18



Directory Management

Promo-Spot Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Promo-Spot Order No. 1234567 has been placed. Please review the Order Information below to confirm it.

Virtual Kiosk Name: Trek® Cycles 2002

Virtual Kiosk Type Code: Type goes here

Virtual Kiosk Serial Number: 090987-098

Installation Domain: http://www.trek.com/cycles.html

Physical Location (if applicable): Norwalk, CT

Promo-Spot Place on this Virtual Kiosk:

Title 1

Title 2

Title 3

◀◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 52E19



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Promo-Spot Order

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Promo-Spot Order you wish to modify.

Promo-Spot Order Number	Date Placed
<u>1209978901</u>	01/20/2003
<u>1209978932</u>	02/04/2003
<u>1209978456</u>	03/25/2003
<u>1209978578</u>	04/01/2003
<u>1209978222</u>	05/14/2003

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FIG. 52E20



Control Panel for Managing Promotional Campaigns

[Directory Management](#)
[Campaign Management](#)
[Promo-Spot Management](#)

Standard Demonstration Mode

Control Virtual Kiosk Promotions Spot Order

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Promotions have been placed on the Virtual Kiosks below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View Promotions button. Click Update Promotions to modify your Promotion Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Promotions
Jaz@ Discs 2002	Type goes here		090987-099	http://www.jaz.com/discs/jaz.html	Greenwich, CT	View Promotions
Gatorade USA 2002	Type goes here		090987-098	http://www.gatorade.com	Miami, FL	View Promotions
Just Do It!	Type goes here		090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Promotions
Trek@ Cycles 2002	Type goes here		090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Promotions

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[Update Promotions](#)
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FIG. 52E21

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Directory Management

Campaign Management

Promo-Spot Management

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

View Promotions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jaz@ Discs 2002

URL of Promotion

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek@ Cycles 2002

Jaz@ Discs 2002

Gatorade USA 2002

Relative Order

1

2

3

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Create New Promotional Message Set

FIG. 52E22

Control Panel for Managing Promotional Campaigns



Directory Management | Campaign Management | Promo-Spot Management
Place Promo-Spot Order | Modify Promo-Spot Order

Standard Demonstration Mode

[View Promotions](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create new promotional message.

Message:

Background Color:

Message Font:

Message Color:

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[View Message](#) [Set](#)

FIG. S2E23



Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promo Spot Management
Client Account Management	Client Account Management	Promo Spot Management

Standard Demonstration Mode

View Promotions

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Nike Ice Hockey Equipment on Sale Until November 1st. \$29.95

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FIG. 52E 24



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Standard Demonstration Mode

[Assign Promotions to Virtual Kiosks](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the promotion will run. Click the Set Date button to set the Start Date on which the promotion will begin to run. Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	Set Date 09/20/02	Set Frequency 10 X/hr
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	Set Date 10/30/02	Set Frequency 5 X/hr
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	Set Date 07/10/02	Set Frequency 2 X/hr
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	Set Date 01/02/02	Set Frequency 10 X/hr
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	Set Date 09/20/02	Set Frequency 5 X/hr

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FIG. 52E-25



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S

S-S

V-S

S-P-S

R-S

I-S

C-S

All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

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Select All: ☐ Sat

FIG. 52E 26

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
-----	-----	-----	-------	-----	-----	-----	-----

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>

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Select All Set

FIG. 52E27



Control Panel for Managing Promotional Campaigns

[Directory Management](#)
[Promotional Spot Order](#)
[Virtual Kiosk Management](#)
[Campaign Management](#)
[Promo Spot Management](#)

Standard Demonstration Mode

[Client Account: DISNEY](#)
[Client Account No: 7145001](#)
[User Name: John Smith](#)

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/impression	<input type="checkbox"/>	

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[Select All](#)
[Set](#)

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Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S S-S V-S S-P-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>

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Select All Set

FIG. 52E29



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S		S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/impression)	Add Promo		
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/impression</u>	<input type="checkbox"/>		

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Select All Set

FIG. 52E30

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Control Panel for Managing Promotional Campaigns

[Directory Management](#) |
 [Campaign Management](#) |
 [Promo-Spot Management](#)

Standard Demonstration Mode

[Select Virtual Kiosk](#)

☐ Client Account: DISNEY |
 Client Account No: 7145001 |
 User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/impression	<input type="checkbox"/>	

[Back](#) |
 1 2 3 4 5 |
 [Next](#)

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[Select All](#) |
 [Set](#)

FIG. 52E31



Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S S-S V-S R-S I-S C-S All

Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/impression	<input type="checkbox"/>

Back 1 2 3 4 5 Next

935/1046

Select All Set

FIG. 5Z E 32



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	<u>activity indices</u>	<u>\$/Impression</u>	<input type="checkbox"/>	

Back 1 2 3 4 5 Next

Select All

FIG. 5ZE33

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Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Set Date

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Set the Start Date on which the Promotion will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

937/1046



FIG. 52E34



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-500: Management

Standard Demonstration Mode

Set Frequency

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of times the Promotion may run.

- ☐ 1 X/hr
- ☐ 2 X/hr
- ☐ 5 X/hr
- ☐ 10 X/hr

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FIG. 52E35



Control Panel for Managing Promotional Campaigns

Directory Management

Campaign Management

Promo-Spot Management

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Kiosk Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Jaz® Discs 2002	lomega Creator	lomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

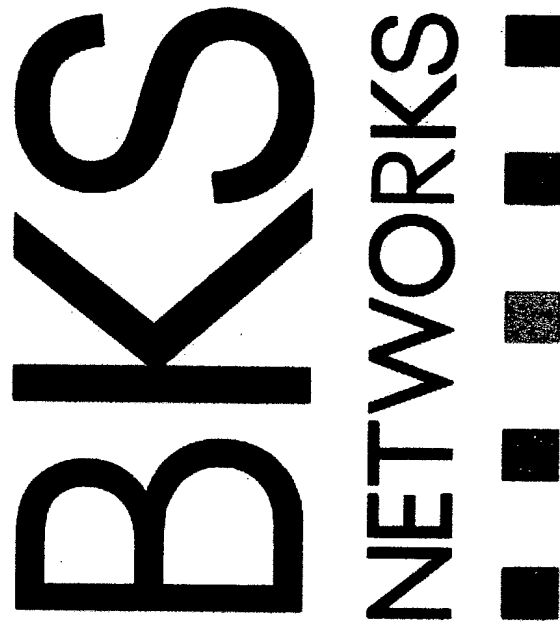
44 | 4 Back 1 2 3 4 5 Next > >>

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FIG. 52E36

CONFIDENTIAL-BKS Networks, Inc.



BKS Invitational Presentation

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4

BKS
NETWORKS




FIG. 53A

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3

The Dilemma in Today's E-Commerce Brand Marketing Communications Environment

Brandkey Systems Network

Fig. 53B1

Every day, consumers search
for products and services that
will satisfy their needs and
desires.

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14

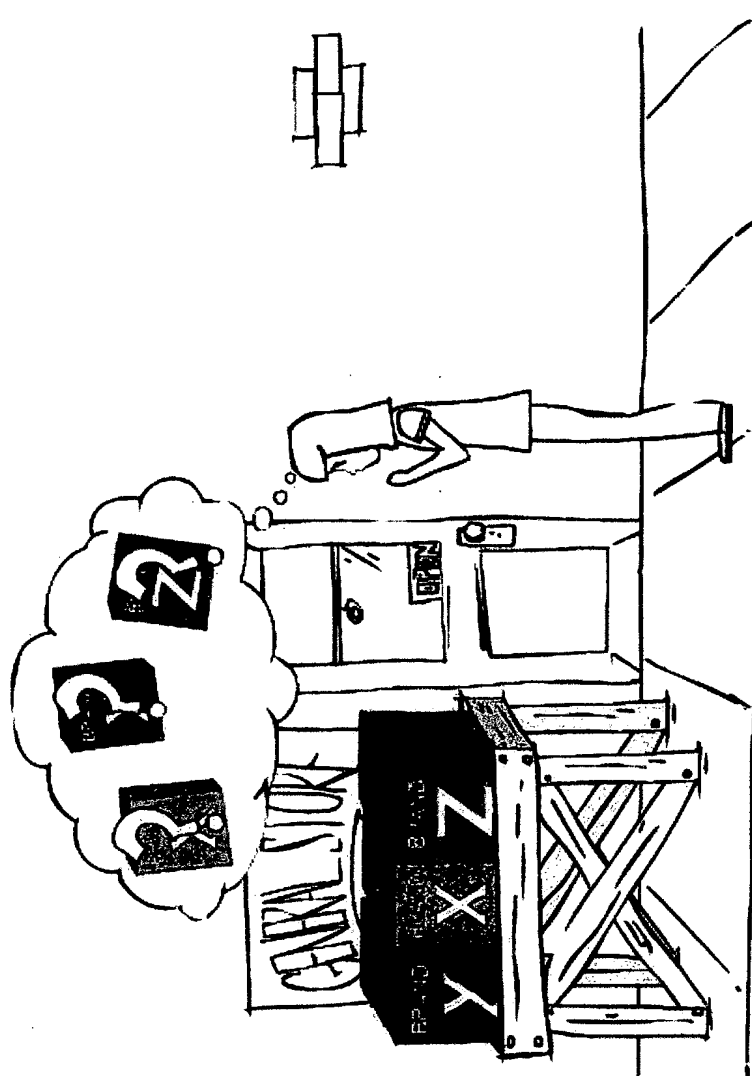


Fig. 53B Z

During the search, they are confronted with decisions about which brand of a product or service they should purchase.

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101

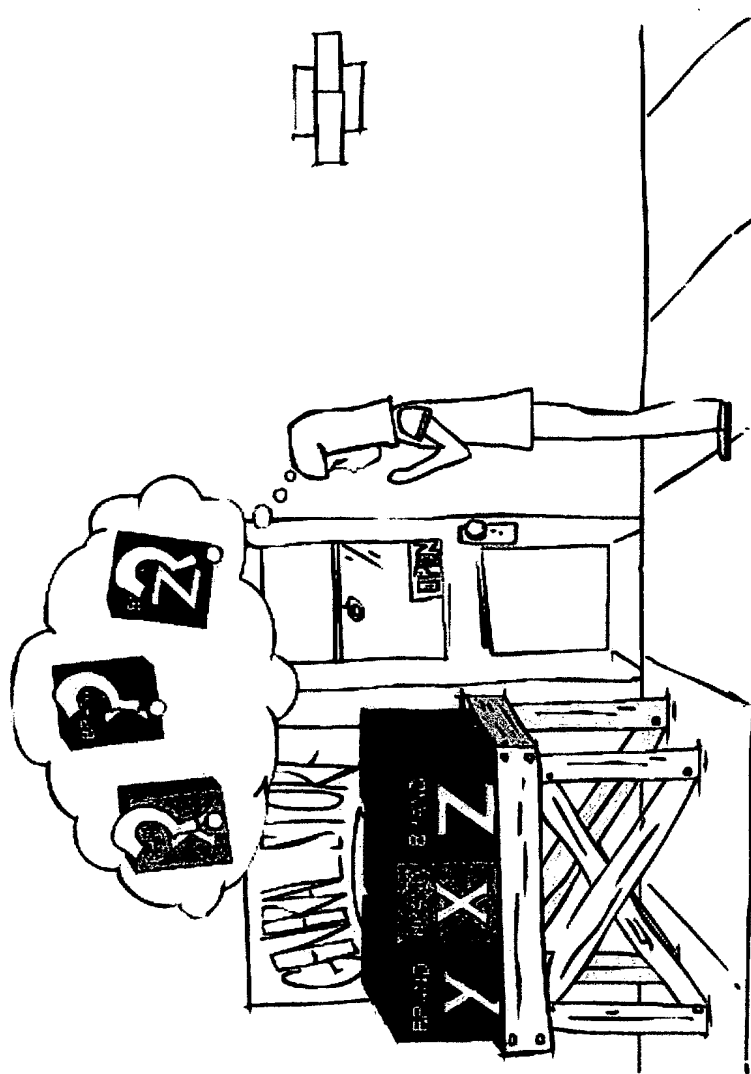
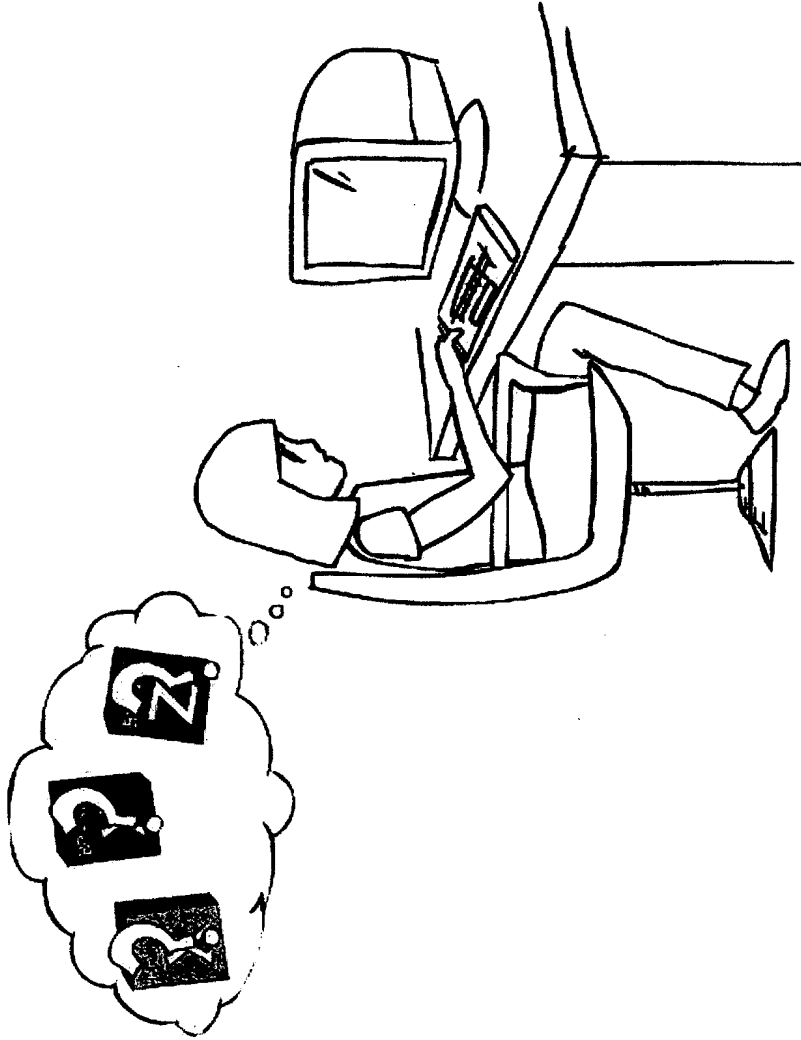


FIG. 53B33

Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, the Internet makes buying decisions harder for consumers who don't already know which brand they want to purchase.



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Fig. 53B4

8

Consumers typically shop for brands through e-commerce sites. These sites typically bombard shoppers with every possible brand of a product or service they can purchase.

Because consumers can't touch, test and experience online products, they often need more information prior to purchase decisions -- especially when they don't know anything about a brand...

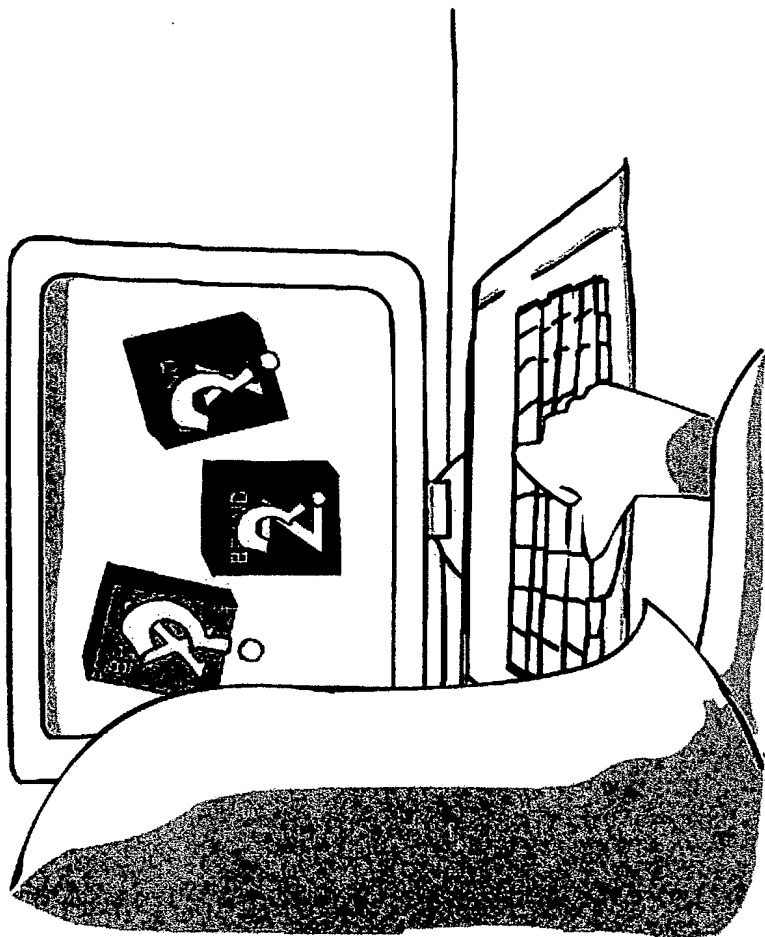


Fig. 5385

947/1046

we

...but when they search for information on these sites that will help them decide which brand to buy, brand-building information is not readily available.

In fact, most brand information intended to inform and entice the consumer is scattered throughout the World Wide Web.

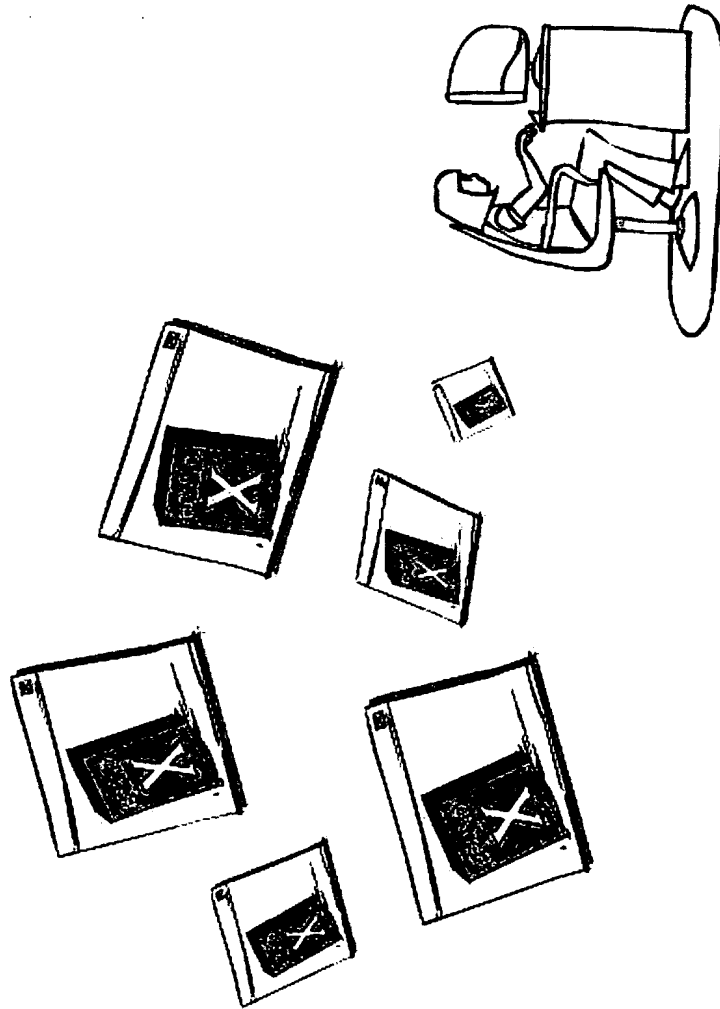


Fig. 53B6

948/1046

E-Commerce sites usually arrange and place the amount of brand information a consumer will encounter on the site.

At best, the consumer gets only product features on these sites - a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

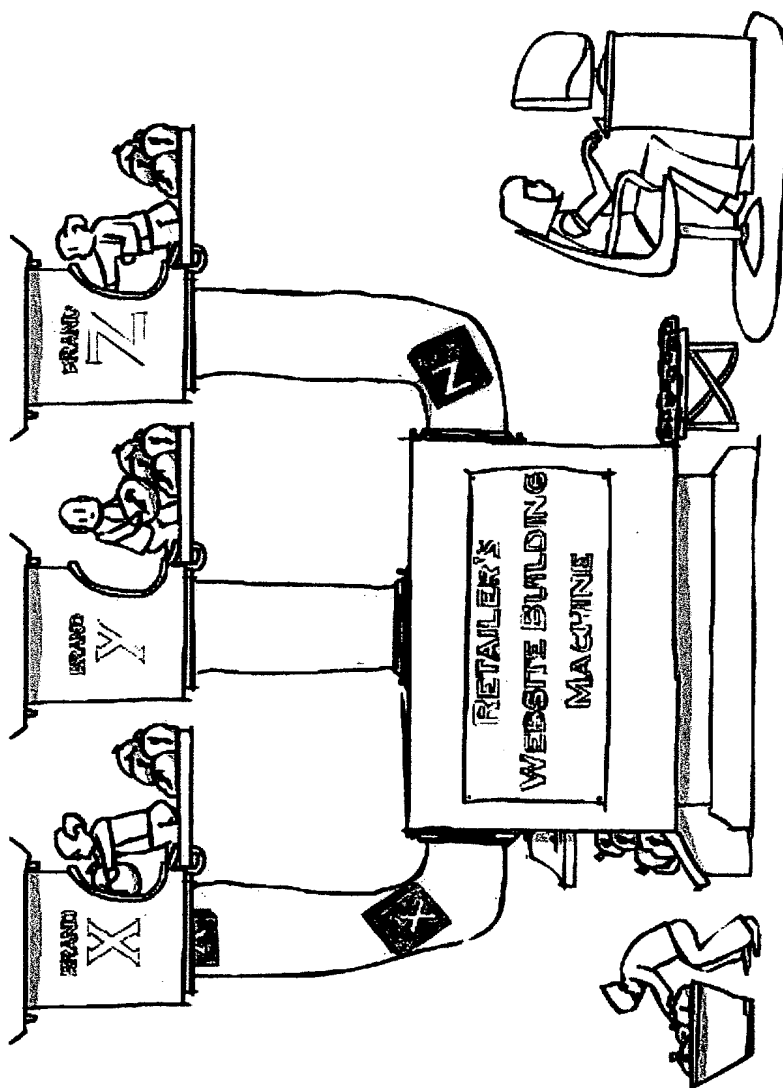


Fig. 5307

With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands may compete with the e-retailer's brand image as well.

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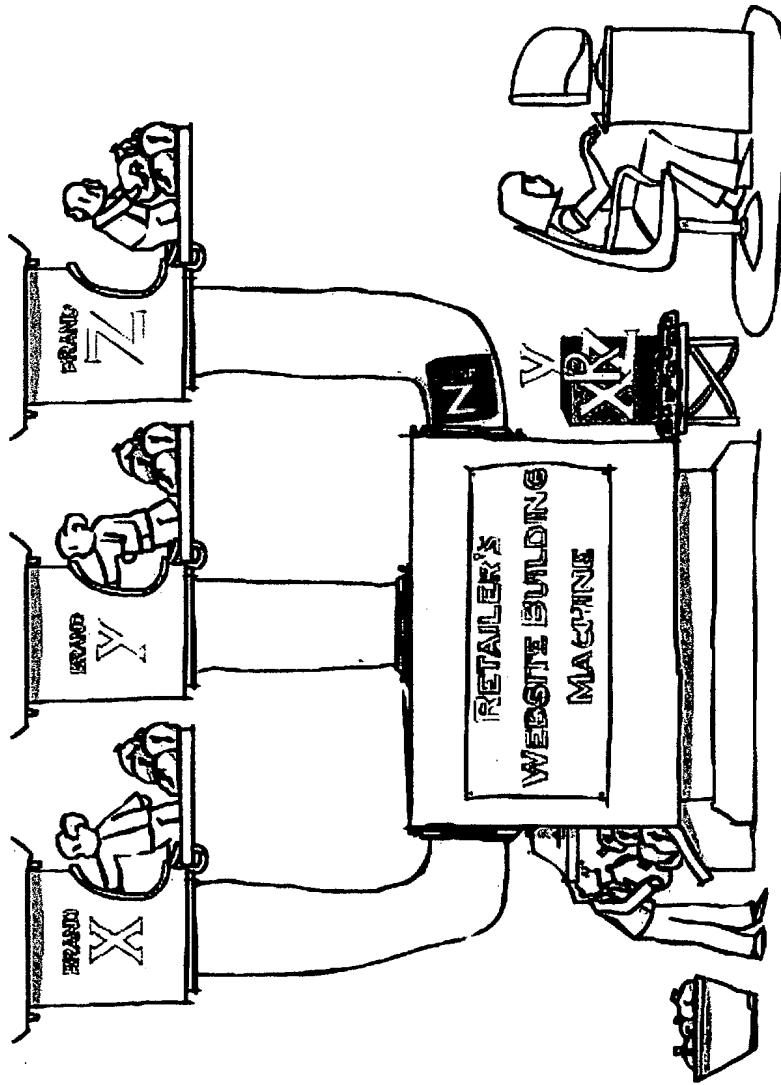
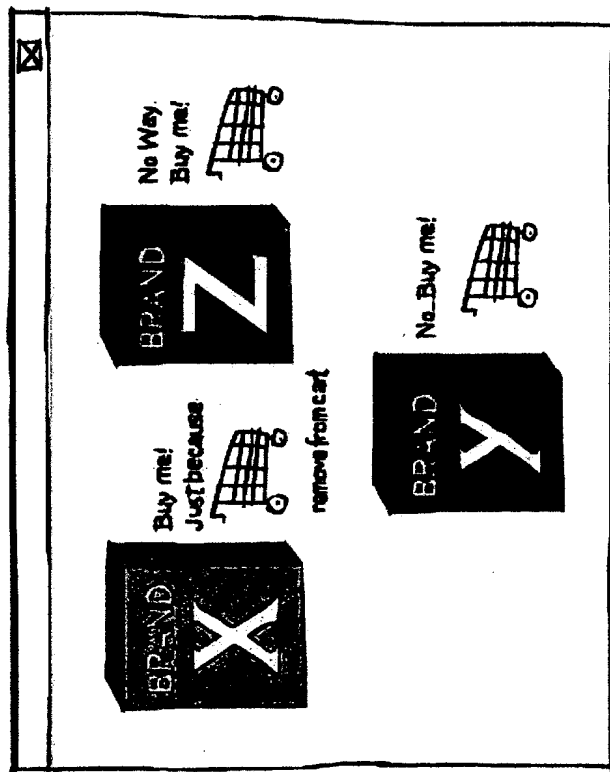


Fig. 53B8

#9



When the consumer is trying to make a buying decision, valuable brand-building information is unavailable at strategic places such as the checkout.

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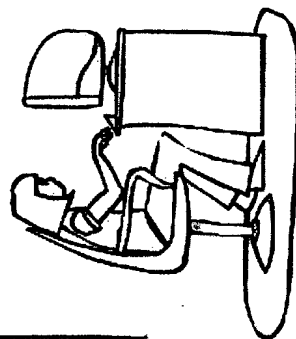


Fig. 53B9

951/1046

Often, the lack of valuable brand-building information leads to abandoned shopping carts as consumers wander about the Internet looking for this decision-critical information.

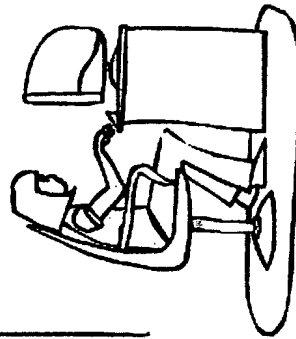
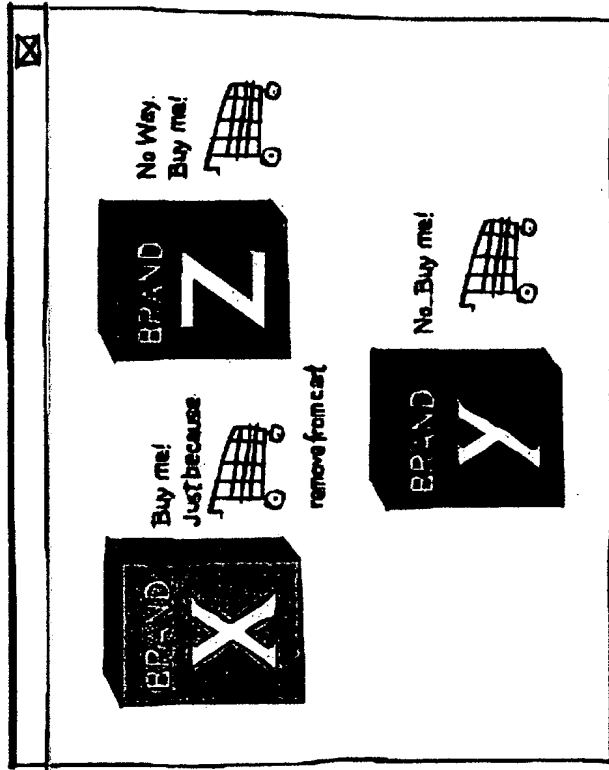


Fig. 53B10

42

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Consumers may even find a brand's own website difficult to navigate when they need to quickly locate promotional and other desired brand-building information.

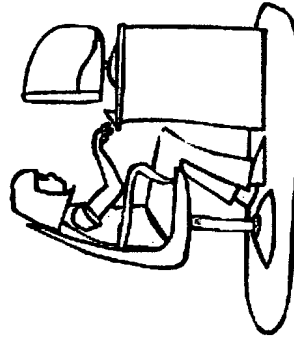
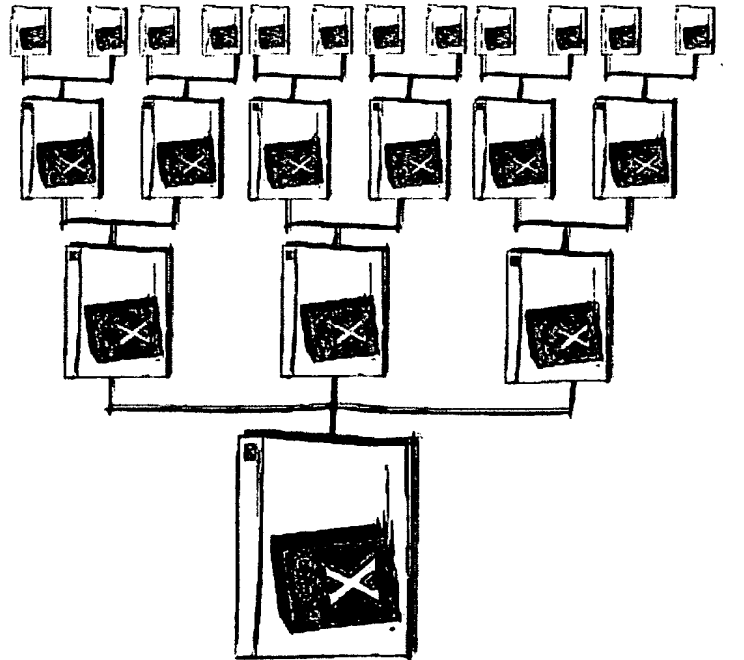


Fig. 53B11

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Current methods which brand managers use to communicate brand-building information on the web are also not reaching the consumer.

11

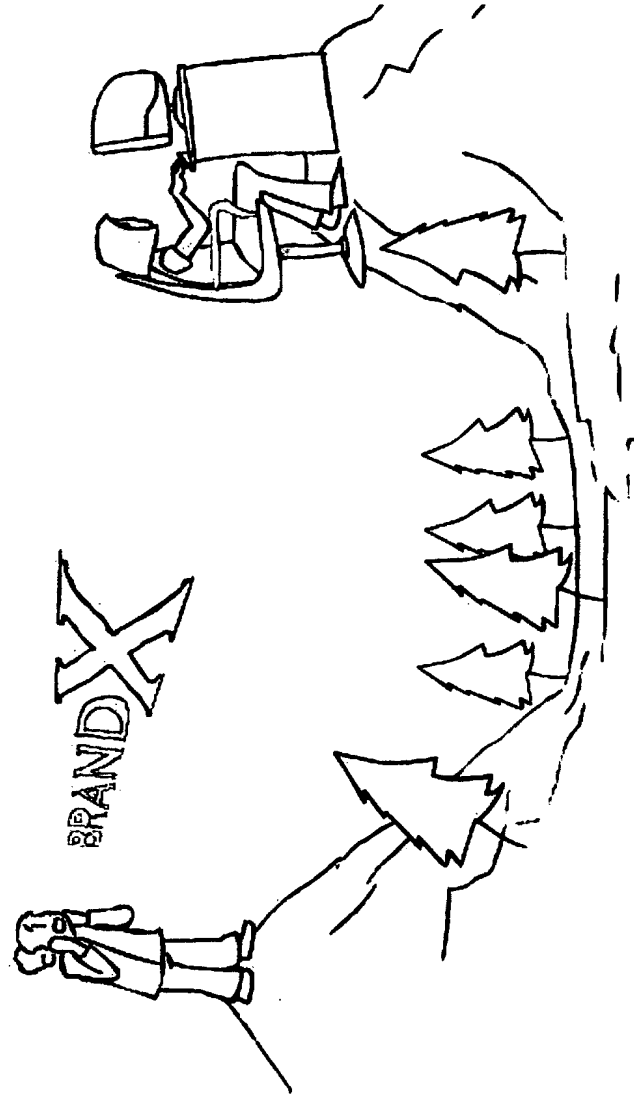


FIG. 53B12

Brand managers currently
favor banner and pop-up ads
and promos. These ads rarely
succeed in building accurate
brand images in the minds of
consumers . . .

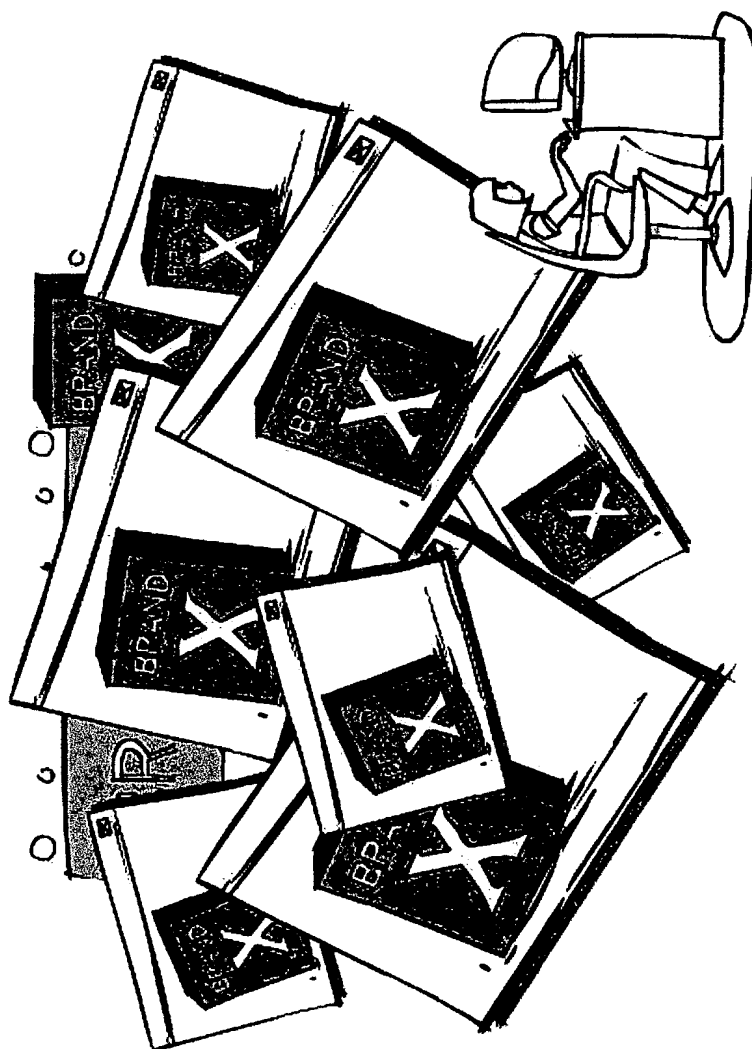


FIG. 53B/3

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...because they create a warlike
atmosphere on the consumer's
desktop with brand managers,
advertising and promotional
agents all battling for the
consumer's attention and
valuable screen space.

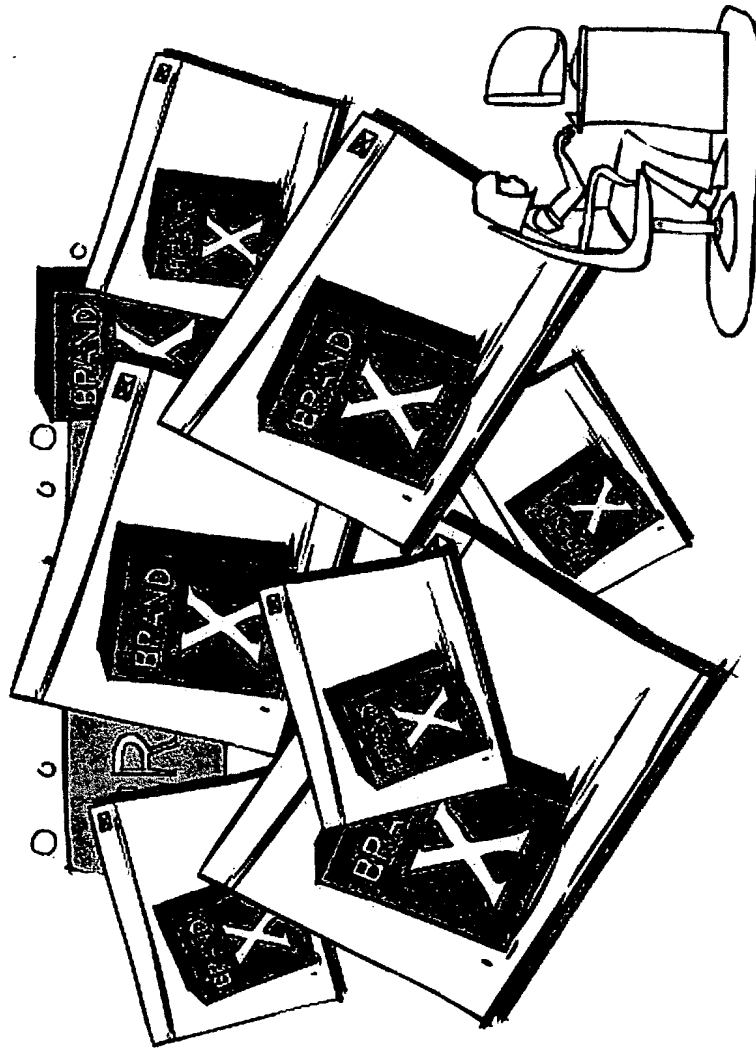


Fig. 53B14

88

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The online advertising and promotion battle has intensified recently after ads and promos began using technology that makes them harder for the consumer to turn off.

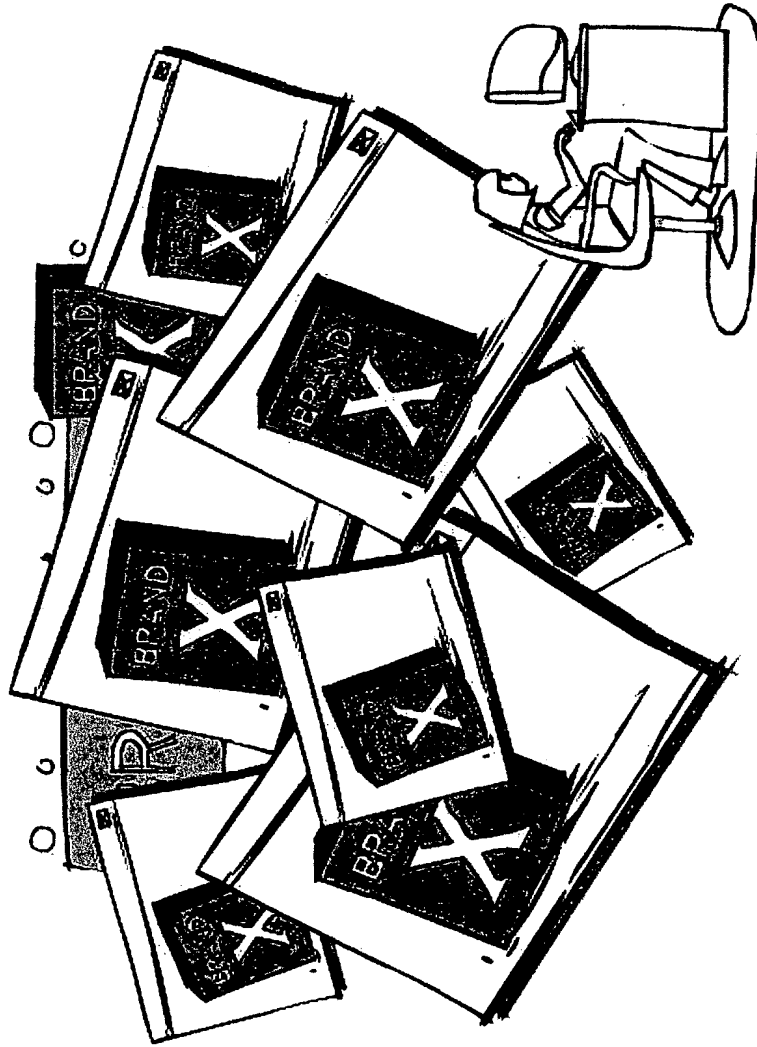
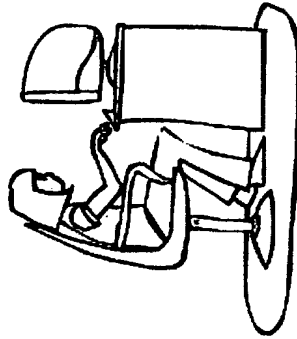


Fig. 53B15

~~15~~

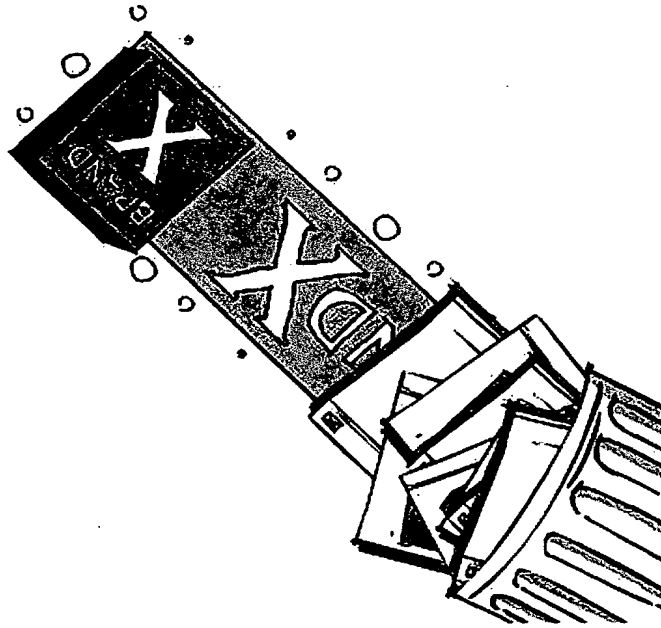
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Online ads and promos have only alienated consumers from the brands these ads and promos represent, and from the entire Internet experience.



18

Fig. 53 B16



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Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

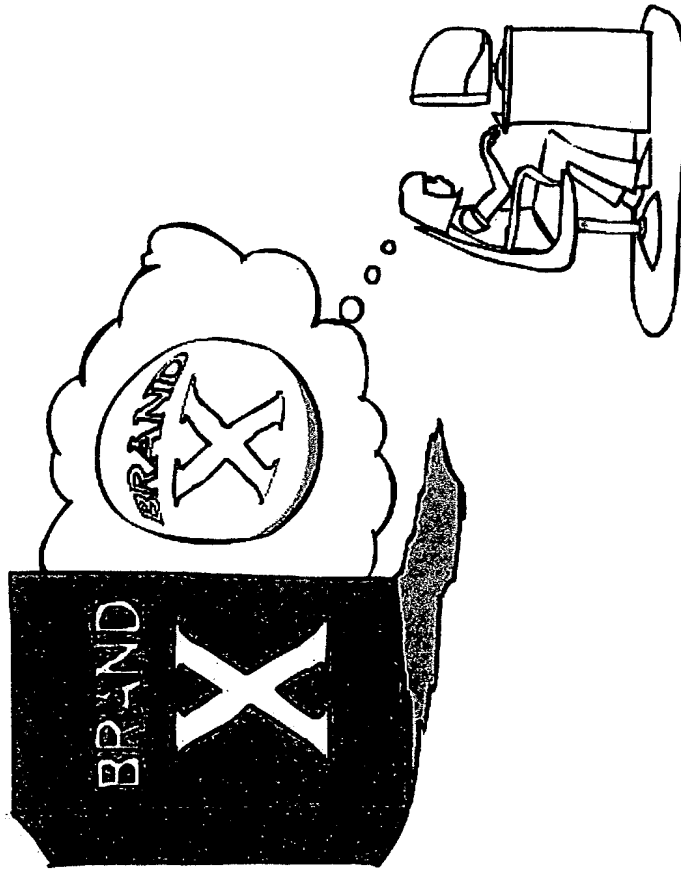


FIG. 53B17

The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and their businesses.

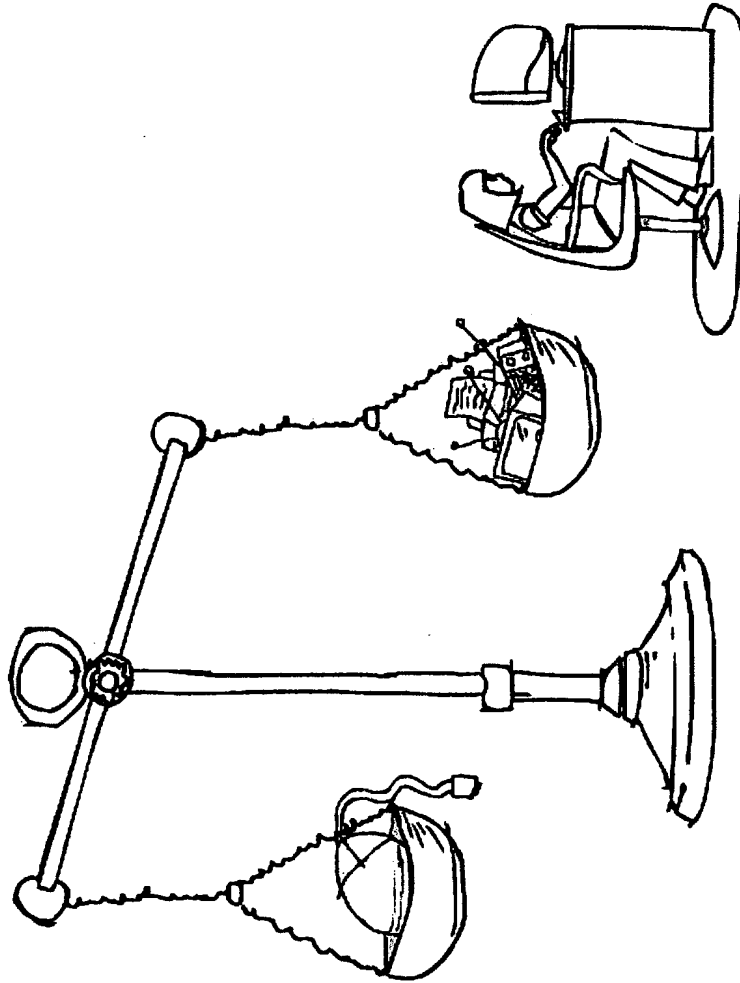


FIG. 53 B1C

Despite so many frustrating and annoying online shopping experiences, consumers still want to shop online.

But they want changes in the e-commerce marketplace.

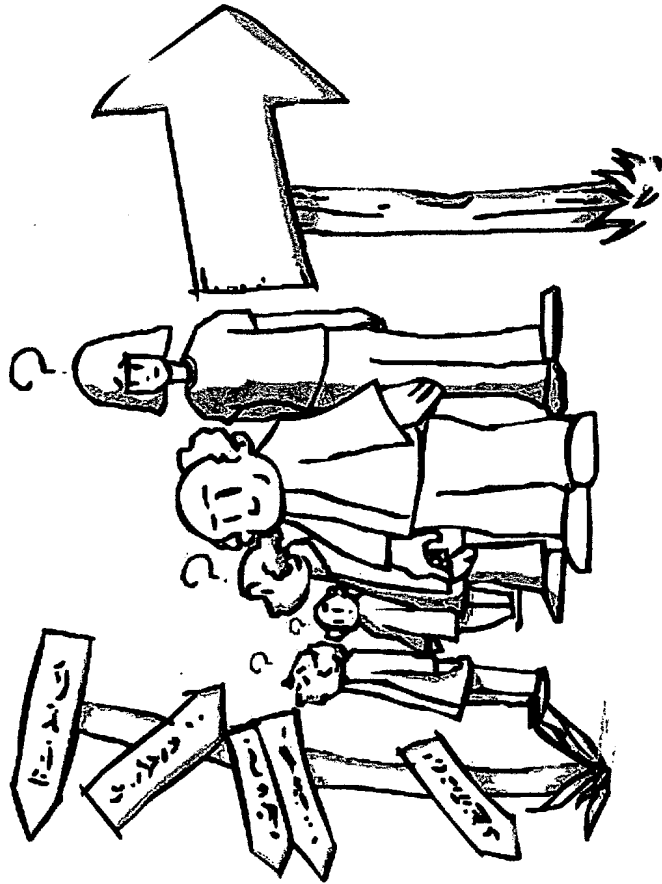


Fig. 53B19

Brand managers need a far more effective way of delivering their brand building information to the consumer online.



FIG. 53B20

The Brandkey Solution

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Fig. 53C

~~23~~

963/1044

Brandkey Systems Network is a powerful tool for brand managers. It captures the brand- building information currently scattered throughout the Web and places it at critical touch points where -- and when-- the consumer is considering a purchase on the Web.

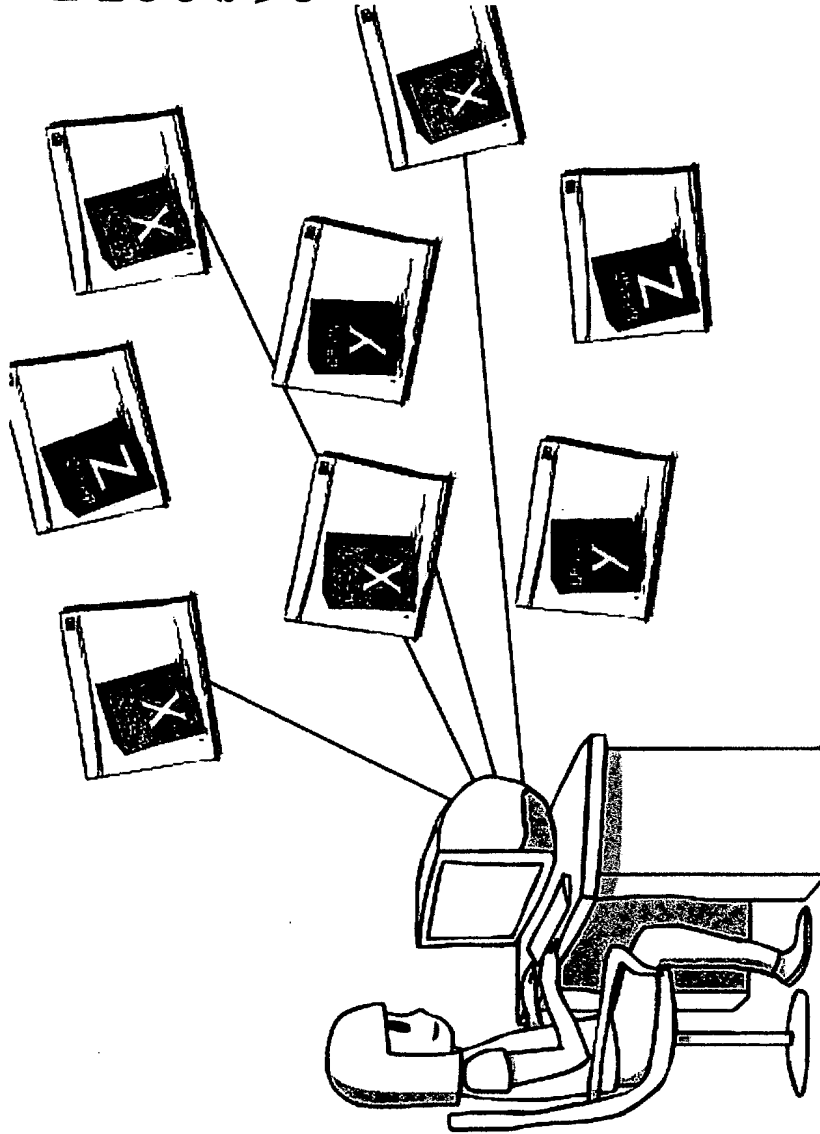


FIG. 53C1

Whether they're at Checkout on an e-commerce site, walking down the street on cell phones or dispensing cash at an ATM machine... consumers can instantly watch your ad, find out about the latest promotions, gain detailed product information, search the store locator or find other information through something called Brandkey's Multi-Mode Virtual Kiosk.

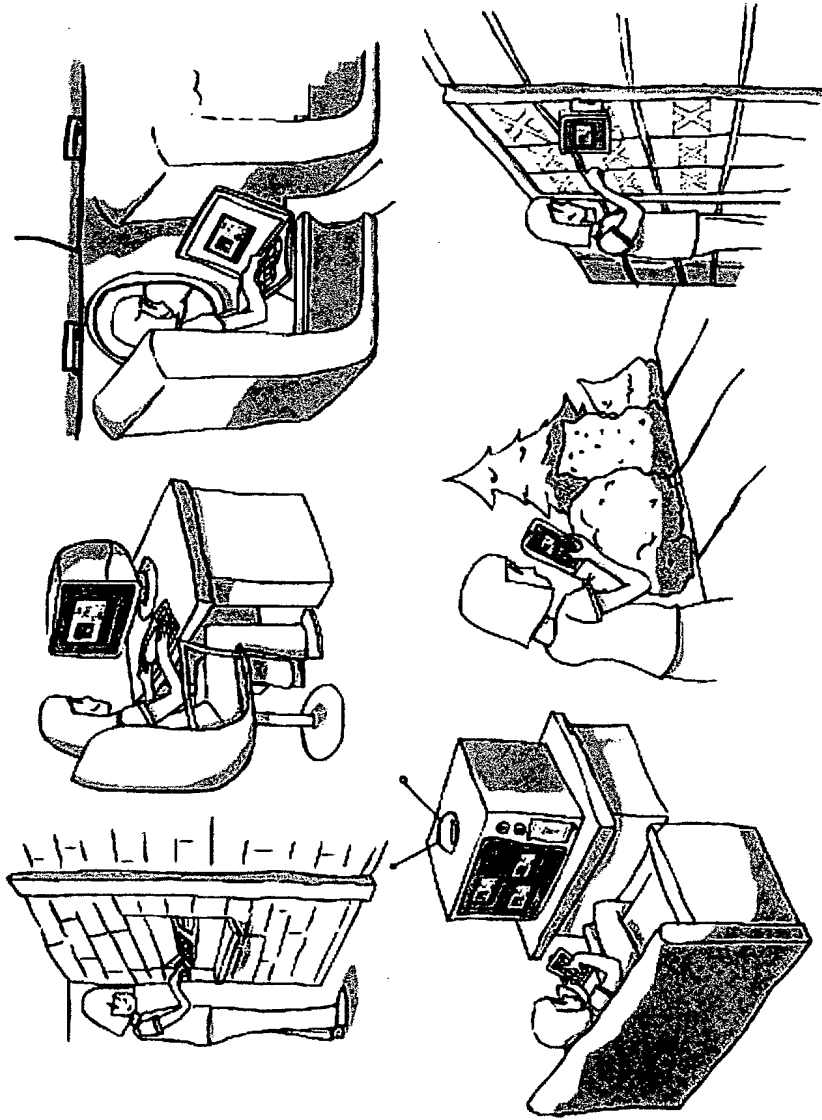
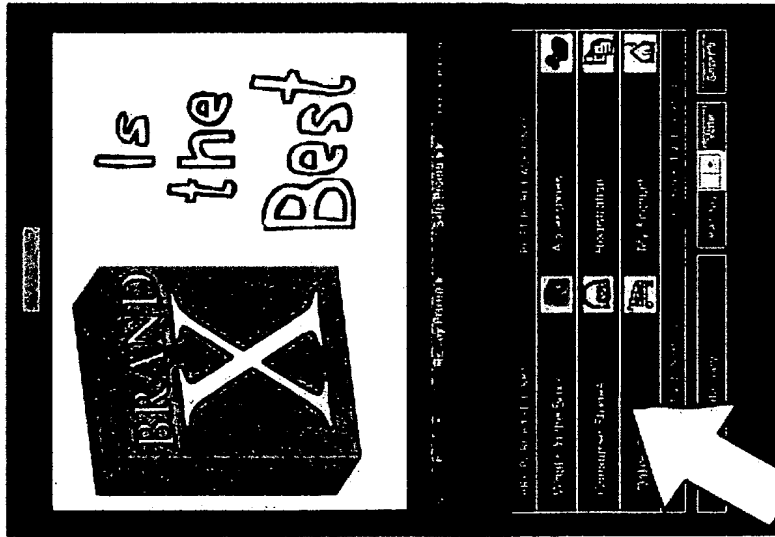


Fig. 53C2



Brandkey Systems
Multi-Mode Virtual Kiosks
allow brand managers to
quickly communicate a
brand through three
programmable display
modes:

- Advertising Display Mode
- Promotional Display Mode
- Brand Information Network Display Mode

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fig. 53C3

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966/1046

In seconds, consumers can
obtain a multi-dimensional
experience of a branded
product or service...

without the influence of
other brands.

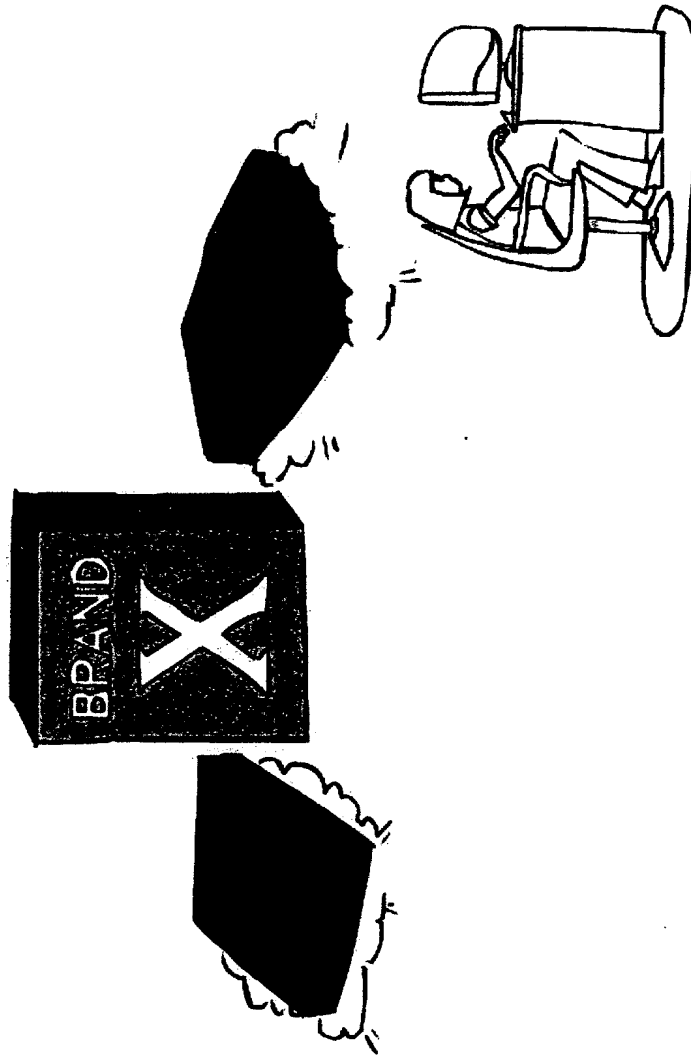


Fig. 53C4

3

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~~28~~

And consumers no longer
need to wander off to other
websites in search of brand-
related information.

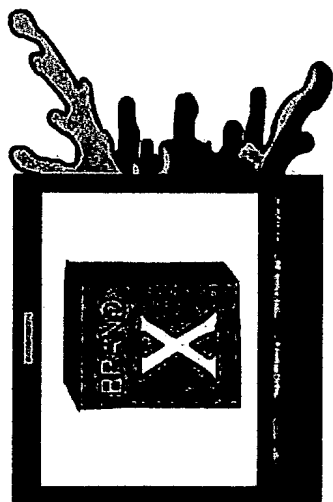
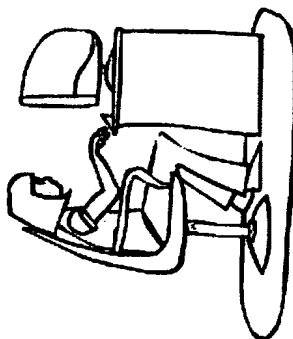
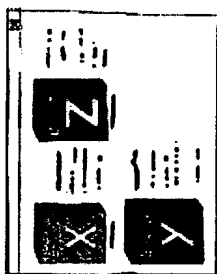


FIG. 53C5

Using Brandkey's Multi-Mode Virtual Kiosks, brand management teams can even communicate to consumers through e-commerce sites operated by others - confident that consumers will experience their brands consistently and develop brand images that are aligned with their marketing objectives.

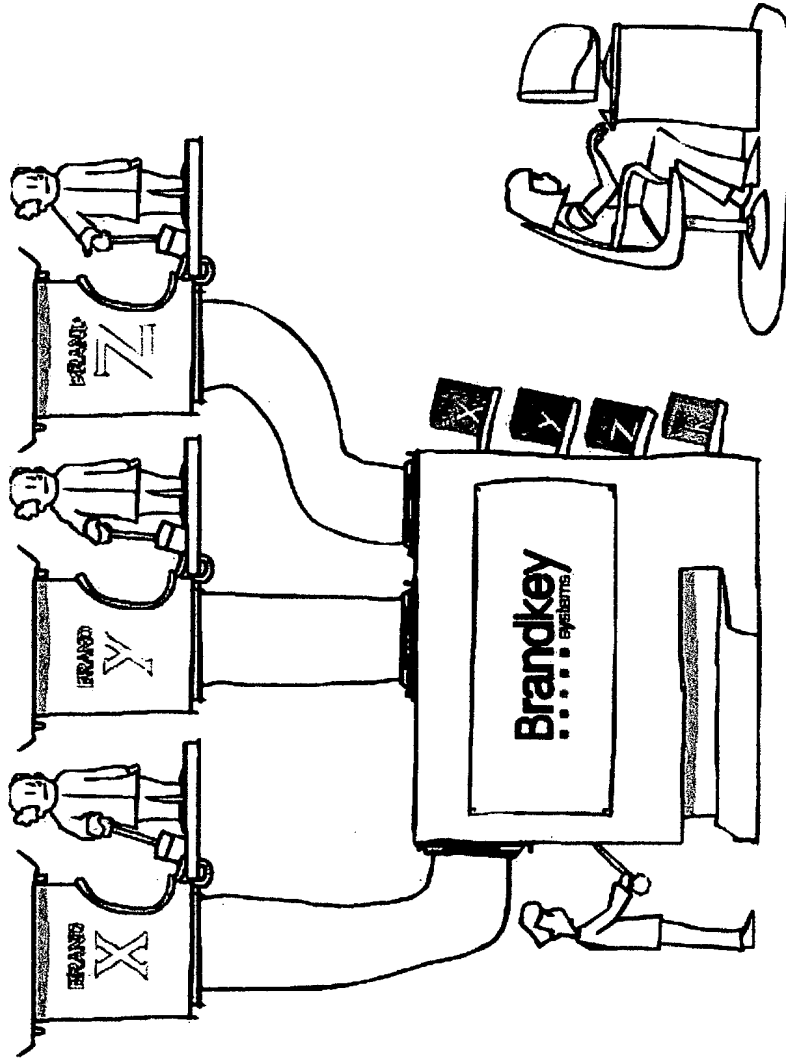


Fig. 5306

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The Brandkey Systems
Network enables brand
management teams of
any size and
arrangement to rise
above the clutter in the
Internet marketplace...

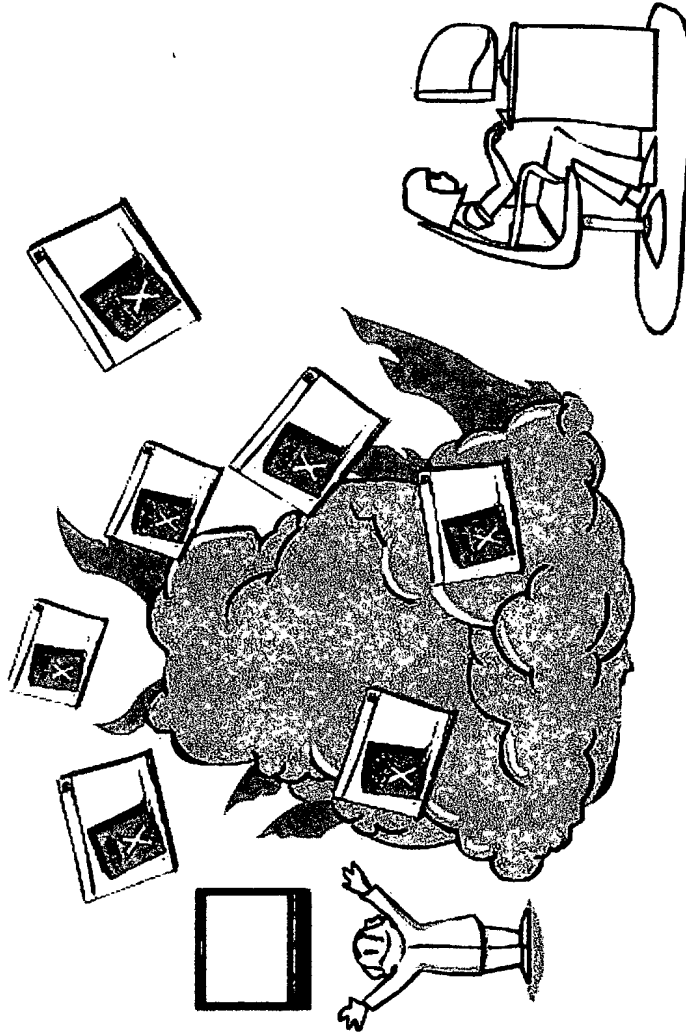


Fig. 53C7

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...and communicate the essence
and character of their brands
directly to the consumer.

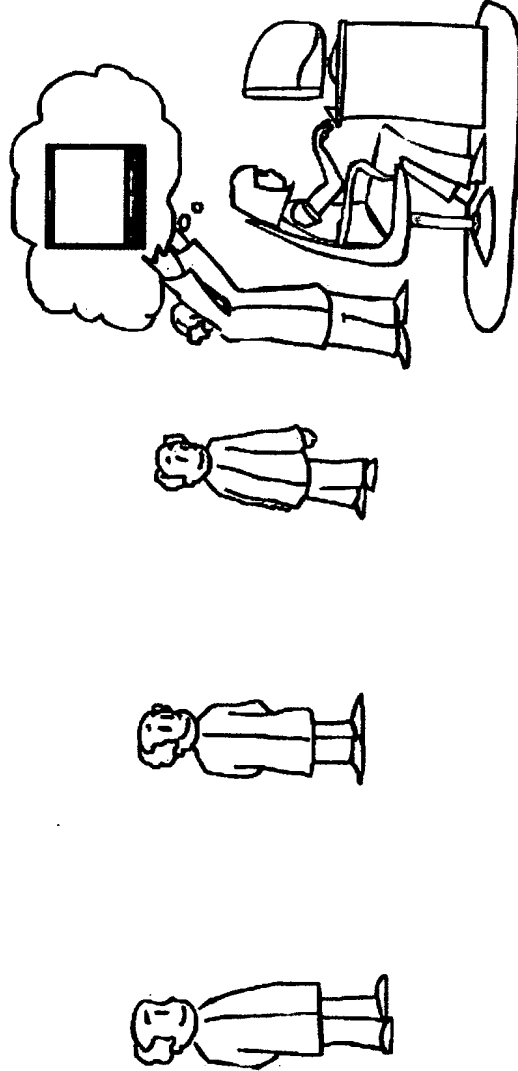


Fig. 5300

10/11

Building Your Own BKS Network

971/1046

fig. 53 D1

21

Each ad, promotion or other brand building resource you place on the web has a unique address on the World Wide Web specified by a Uniform Resource Locator or URL.



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Each of your products has three unique identifiers: a Trademark, a Universal Product Number (UPN) and a Product Descriptor.

Together, they form a Product Data String.

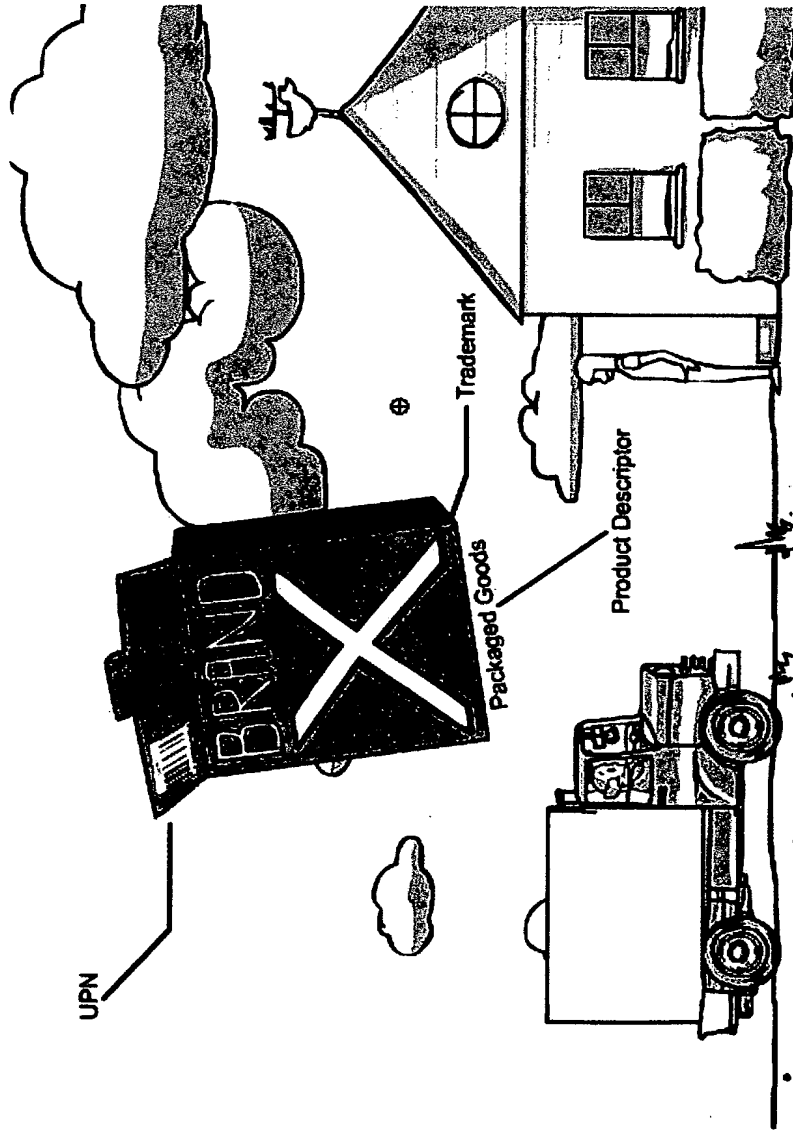


Fig. 53D3

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Branded services also have three unique identifiers: a Universal Service Number (USN), a Service Mark (SM) and a Service Descriptor (SD).

Together, they form a Service Data String.

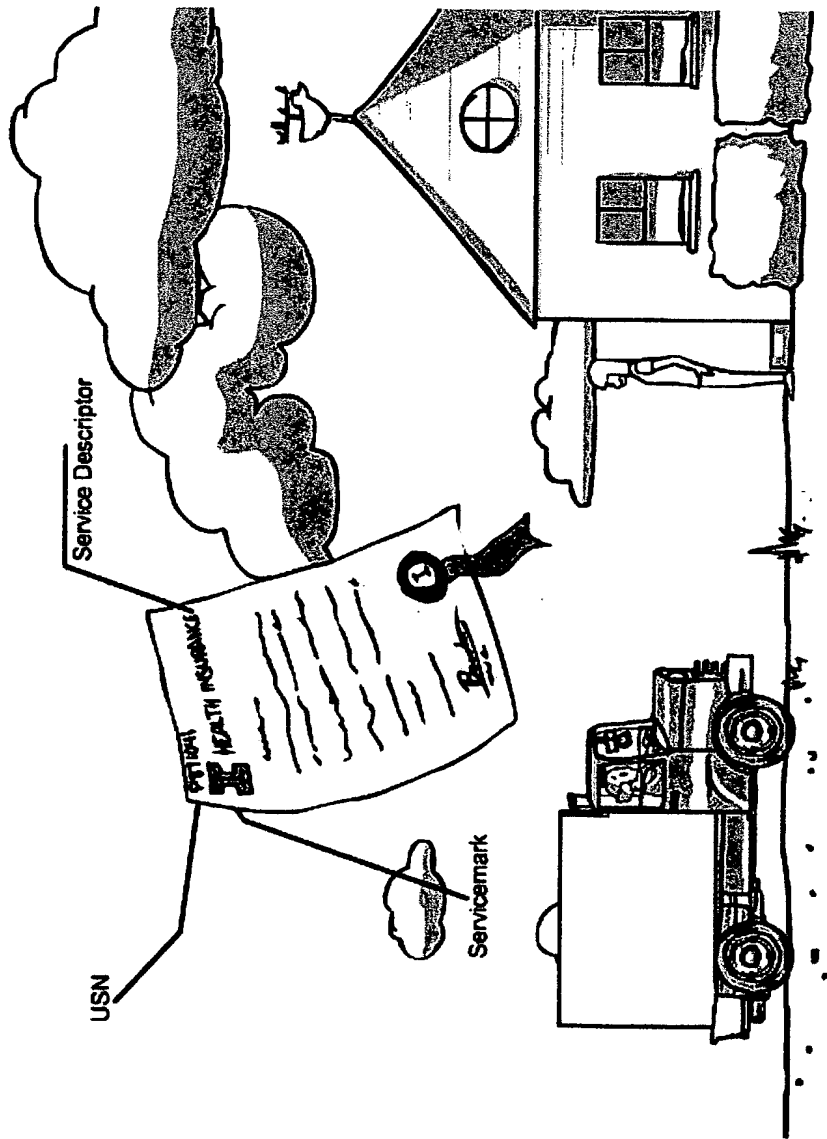


Fig. 53D4

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88

Brandkey's revolutionary network
enables you to attach the
Uniform Resource Locators (or
URLs) of your brand-building
resources on the Web, to these
Product or Service Data Strings.

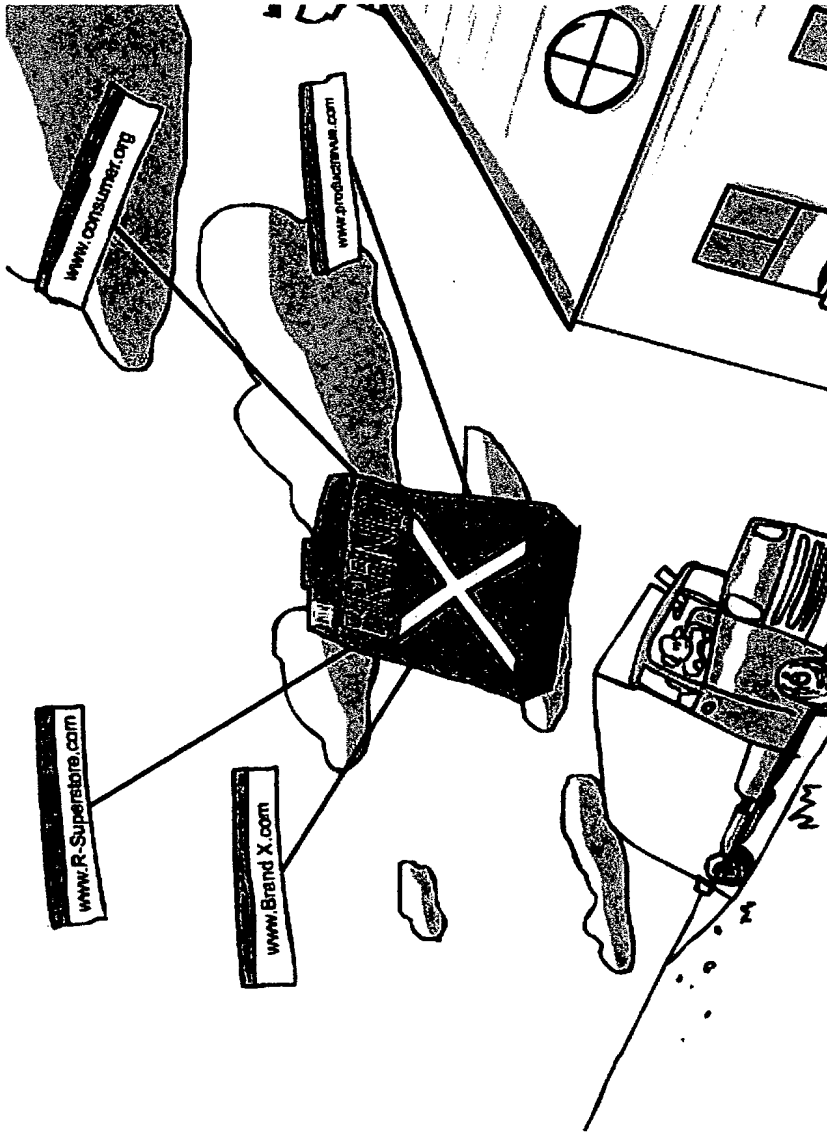


Fig. 53D5



Brand Management and Marketing Communication Network

Brandkey Systems ◀ Brandkey Create ◀ Brandkey Deliver ◀ Brandkey Advetise ◀ Brandkey Promote ◀

You can easily create, deploy, modify and manage a Multi-Mode Virtual Kiosk at your own computer, using the following five network components...

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Fig. 53D6

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Brand Management and Marketing Communication Network

Brandkey Systems ▾ | Brandkey Create ▾ | Brandkey Deliver ▾ | Brandkey Advise ▾ | Brandkey Promote ▾

Brandkey Systems enables you to track and manage the users and brands on your Multi-Mode Virtual Kiosks.

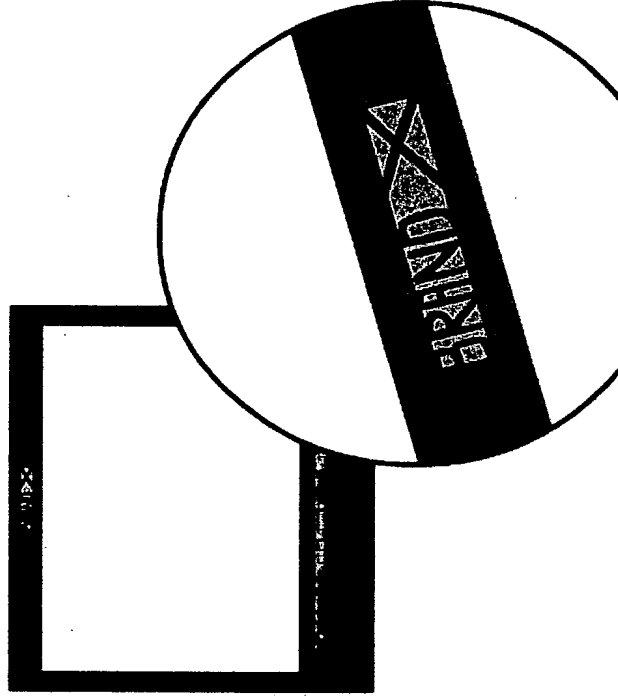


Fig. 53D7

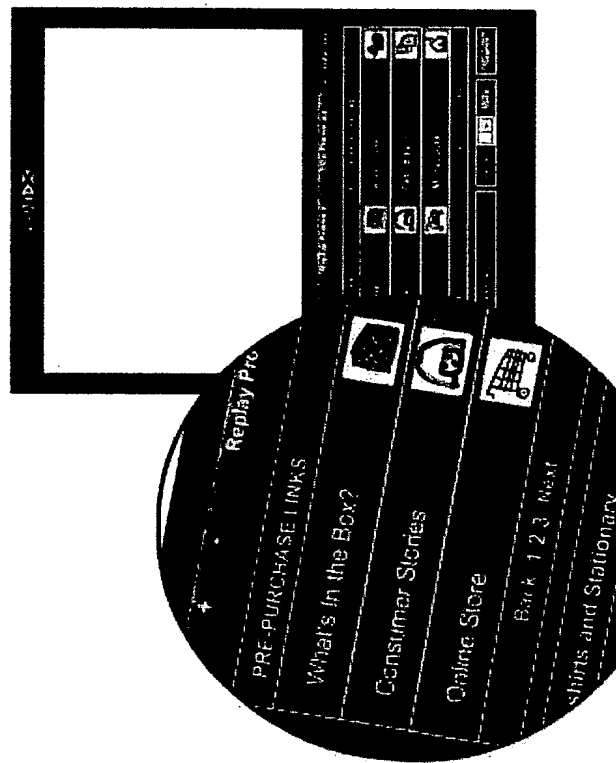
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38

Brandkey
.....create

Brand Management and Marketing Communication Network

Brandkey Systems < Brandkey Create < Brandkey Editor < Brandkey Advertiser < Brandkey Promote <



In Brandkey Create, you select the links that consumers will see in the Ad, Promo or Brand Information Network Display modes.

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fig. 53DB

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Brand Management and Marketing Communication Network

Brandkey Systems < Brandkey Create < **Brandkey Deliver** < Brandkey Advertise < Brandkey Promote <

Brandkey Deliver is the place where you actually set the kiosk in motion. In a few simple steps, you can create, deploy and install the kiosk.

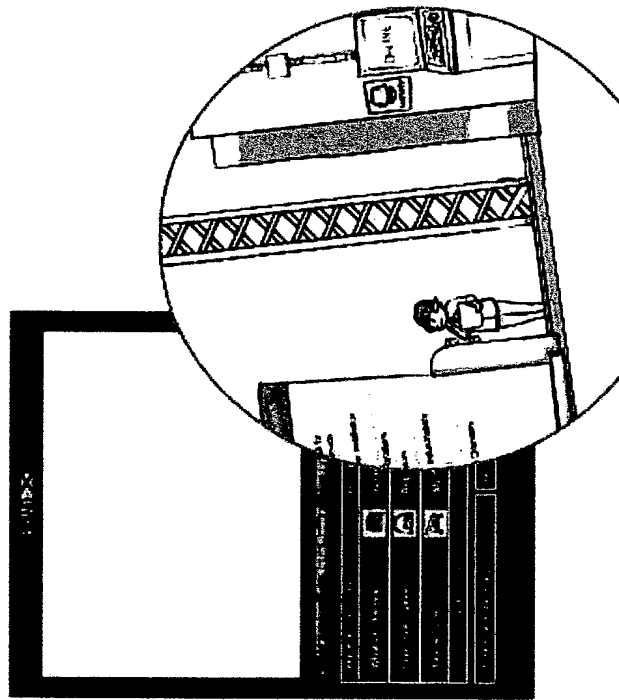


fig. 53D9



Brand Management and Marketing Communication Network

- Brandkey Systems
- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote

Brandkey Advertise and Brandkey Promote enable you to program and update your ad spots and latest sales promotions on the Web quickly and easily.

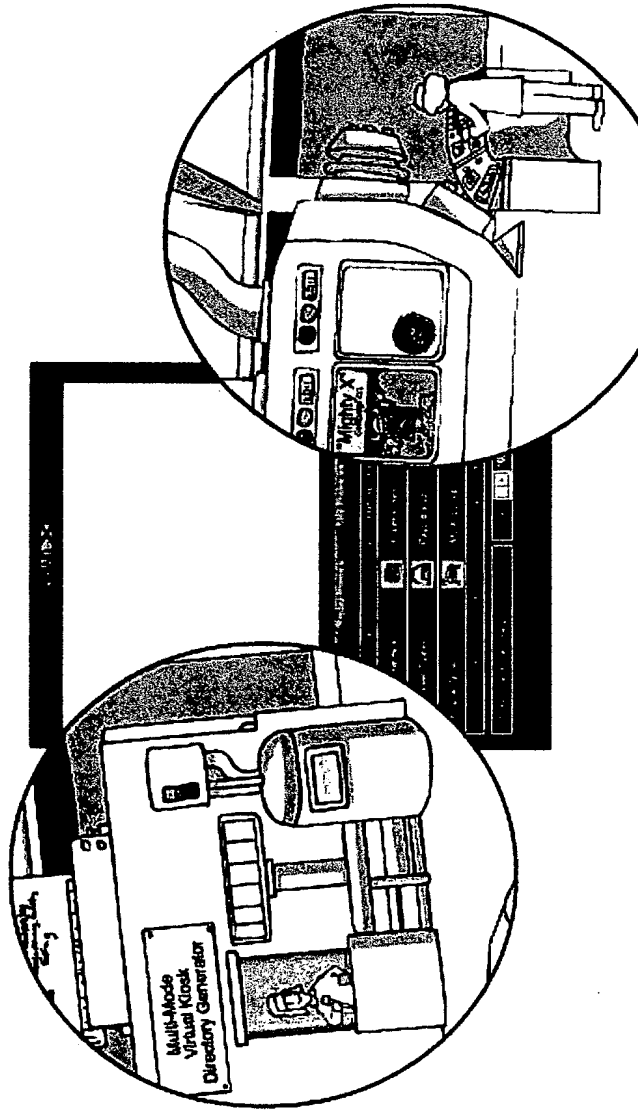
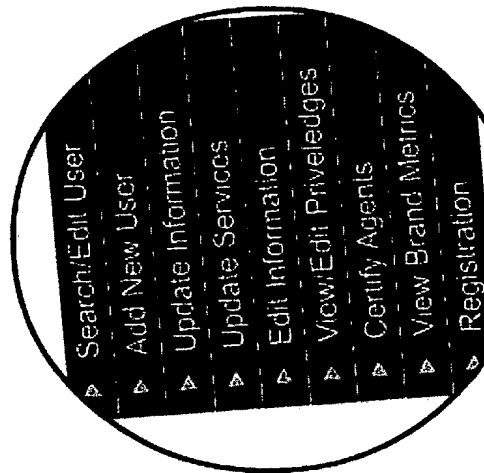


Fig. 53D10

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Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
Search/Edit User				
Add New User				
Update Information				
Update Services				
Edit Information				
View/Edit Privileges				
Certify Agents				
View Brand Metrics				
Registration				



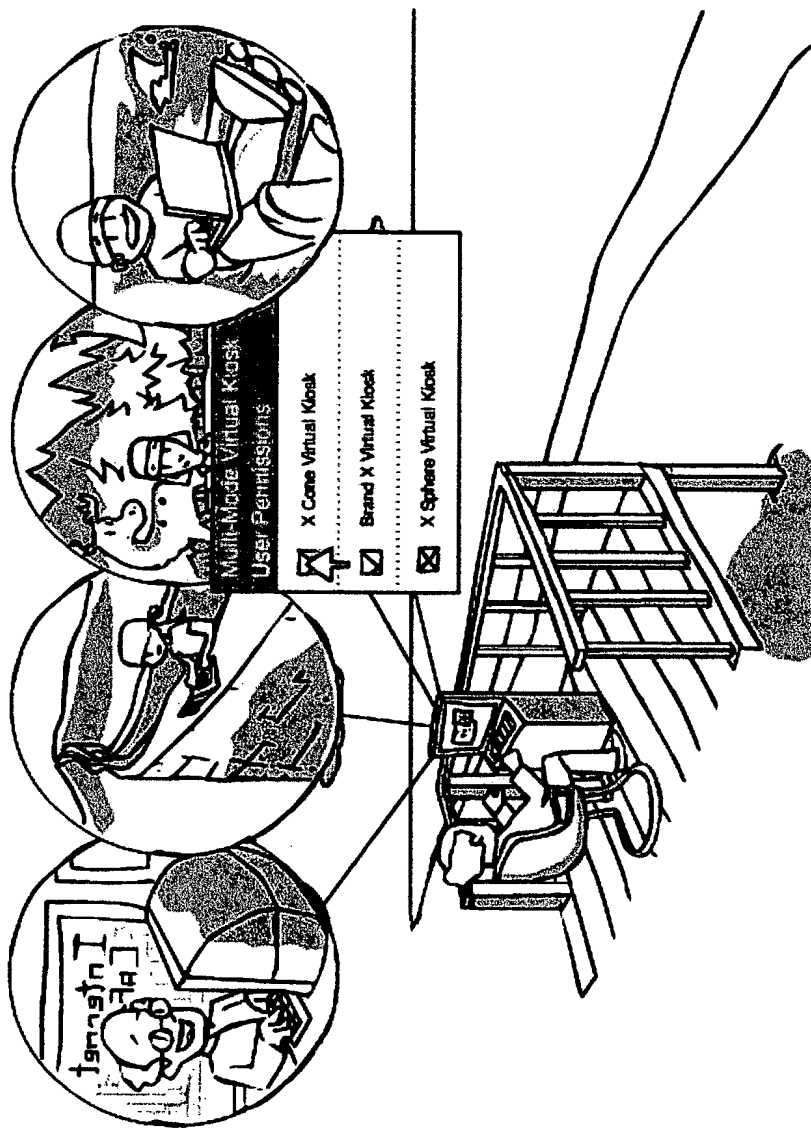
Systems enables users to perform a range of management and administration functions.

You decide who can create content for the kiosks.

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Fig. 53D11

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You can track the activities of both team members and outside agents whom you've given the right to place advertising and promotion spots on the Multi-Mode Virtual Kiosks.

You can shut down any display you don't like.

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Fig. 53D12

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In Systems, you can also monitor and measure consumer activity on the kiosks.

You can find out how consumers rated the effectiveness or usefulness of an ad or resource, or identify potential new customers based on who downloads your kiosk.

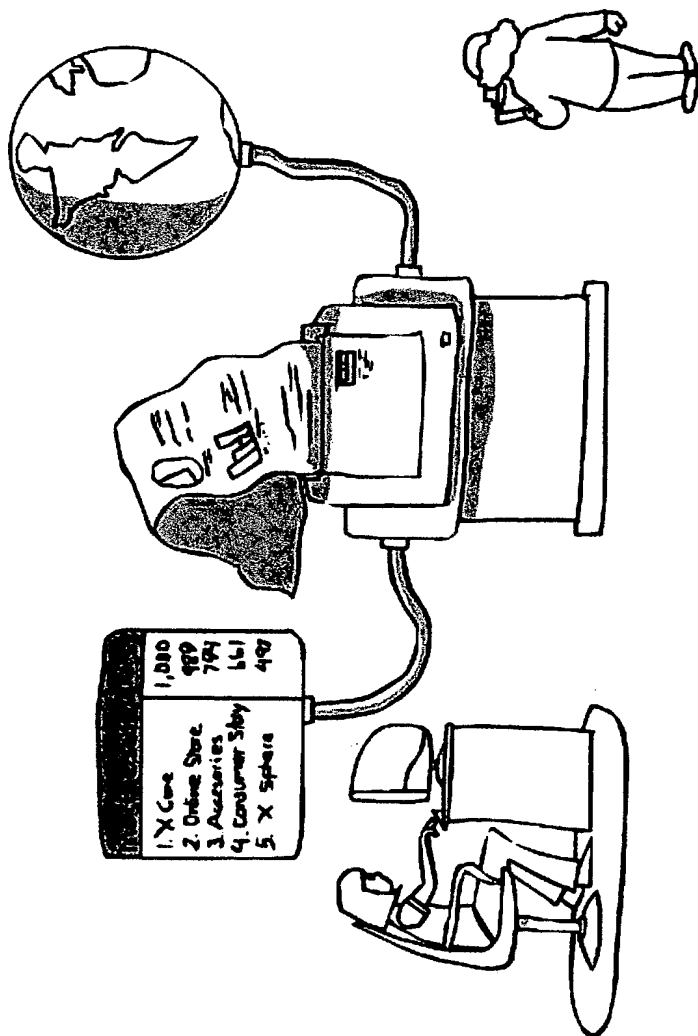


FIG. 53D13

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
	▶ Select Brand Entity			
	▶ Configure Control Panel			
	▶ Manage Data Strings			
	▶ Manage Data Links			
	▶ Manage Info Resources			

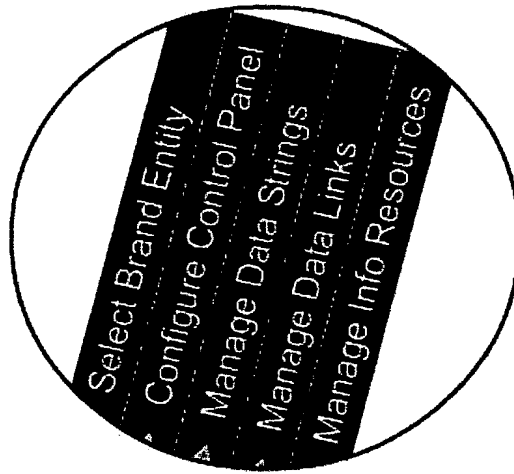


Fig. 53D14

You begin by creating a data string for
your brand by entering the UPN or USN,
trademark and product descriptor...

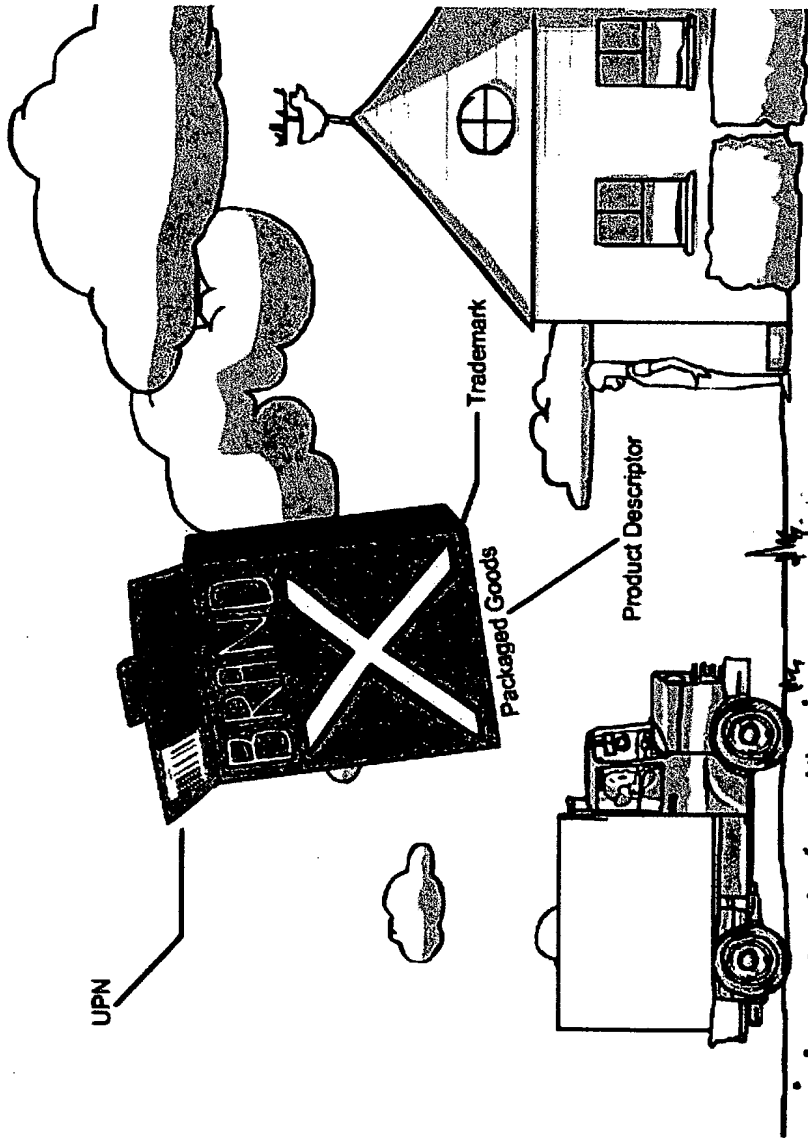


FIG. 53D15

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You can enter this information
manually or ...

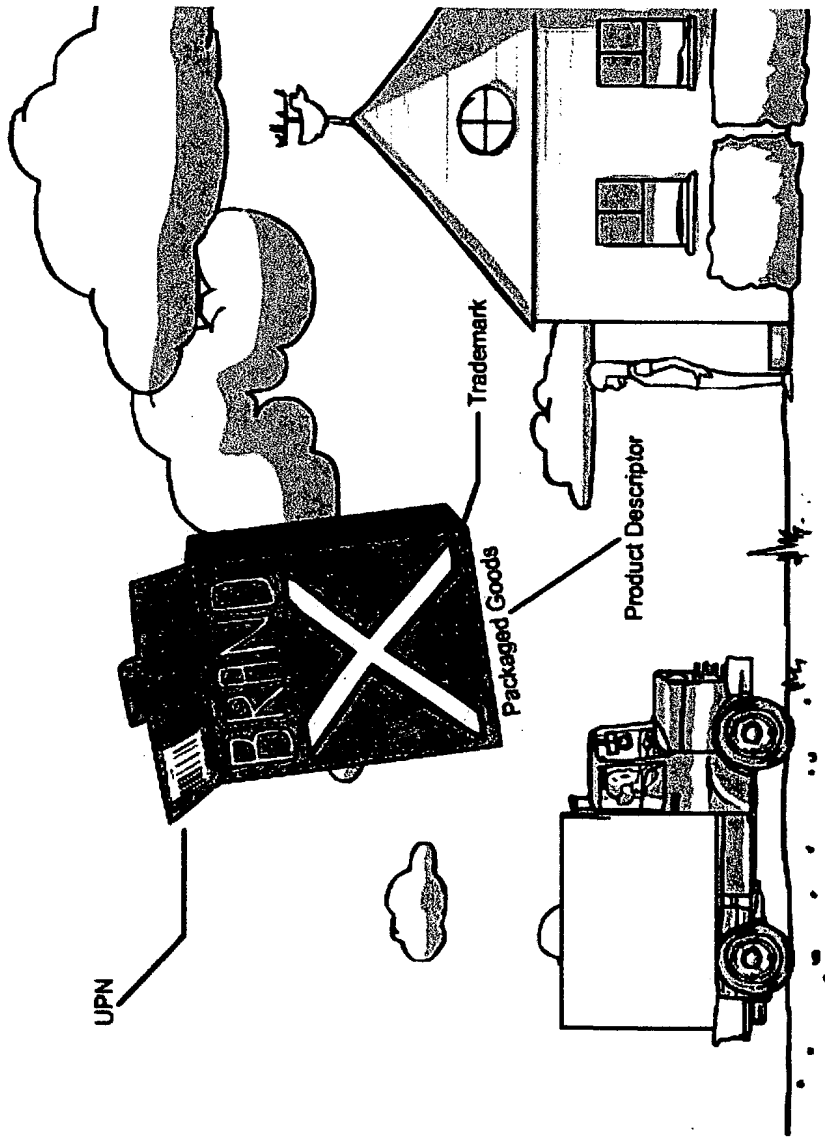


Fig. 53D16

#

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...automatically import it using
Brandkey's Import Data Strings
function.

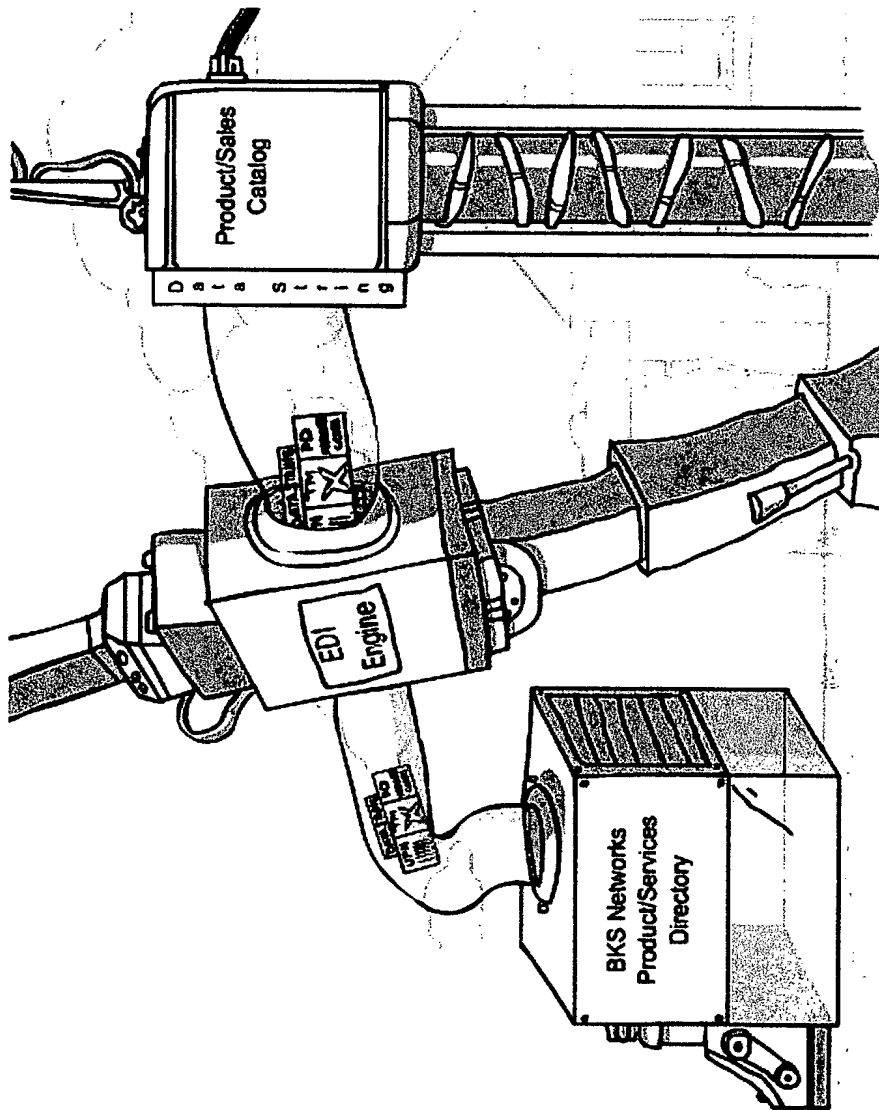


Fig. 53D17

Then you decide which ad,
promo or other brand
building links (or URLs) you
wish to attach to the Data
String on your Multi-Mode
Virtual Kiosk.

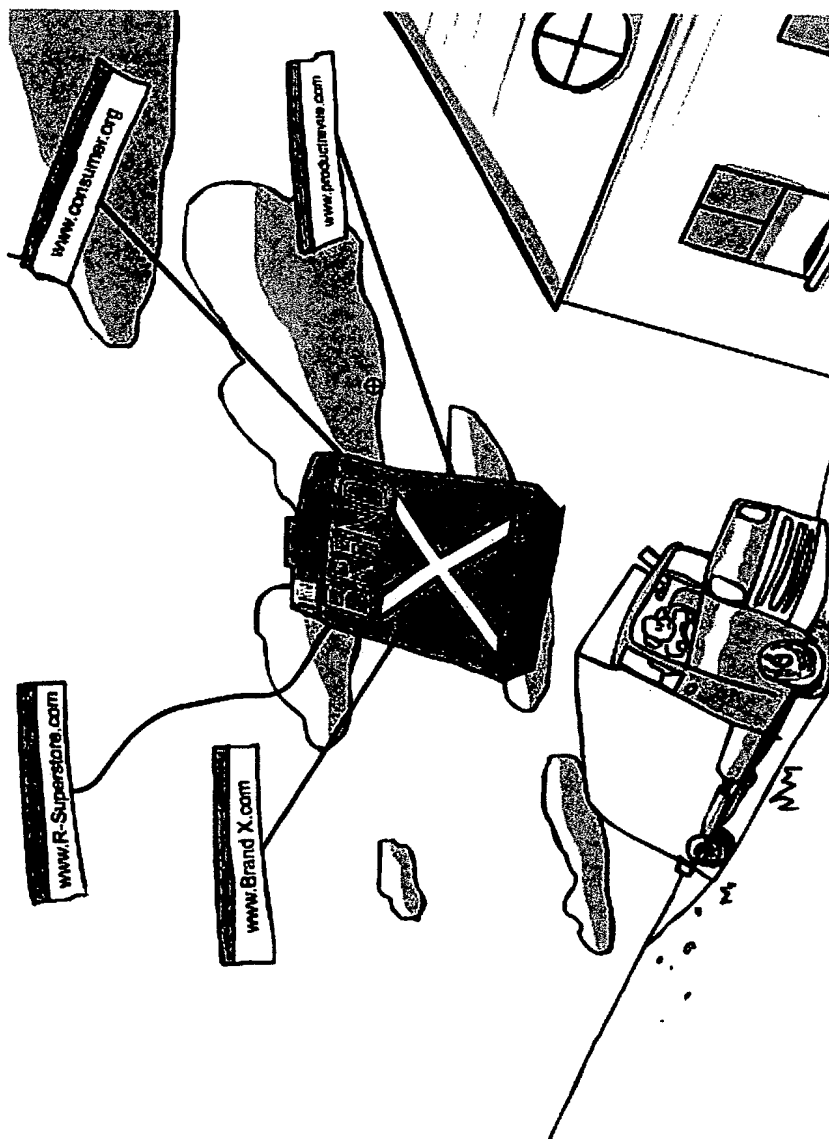


Fig. 53D10

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To help reinforce the essence and character of the brand, Brandkey Create allow you to design a display schema which presents the brand information resources in the network.

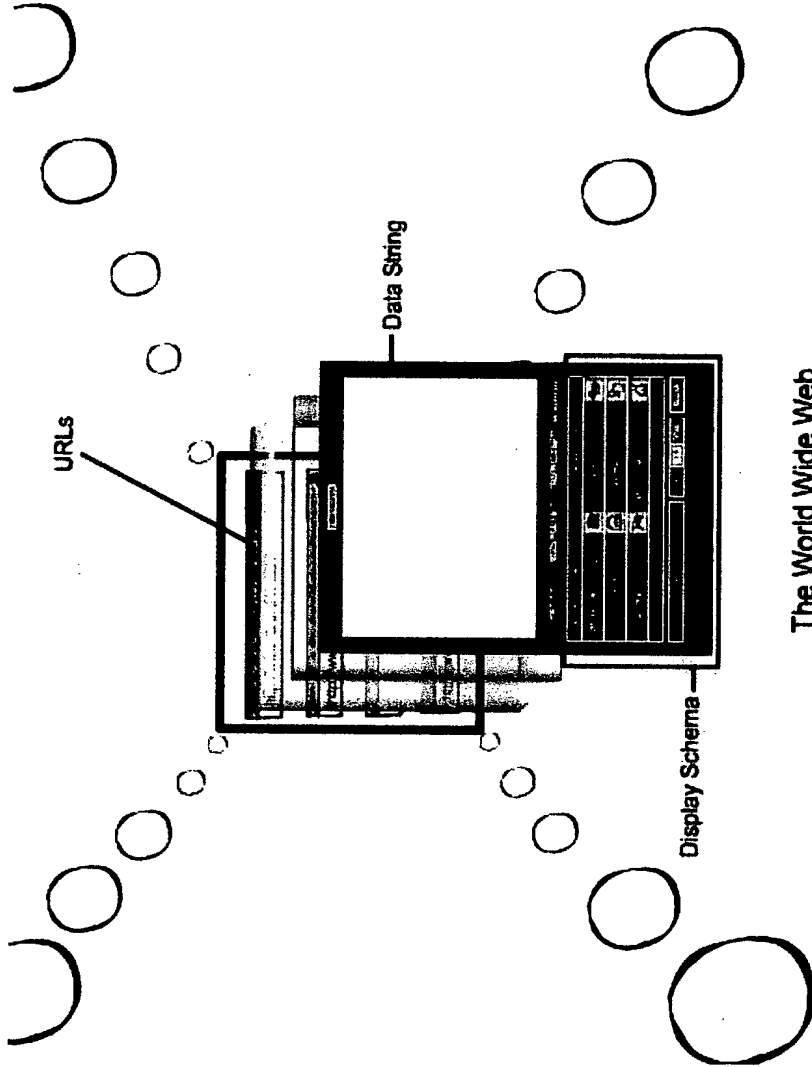
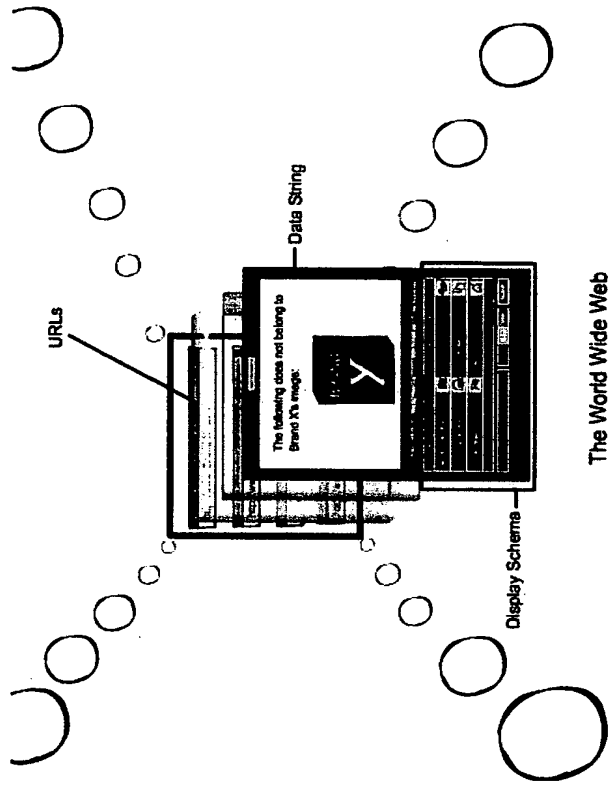


Fig. 53D19

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Once you've created the content that will appear on the kiosk, you can simply and quickly preview the composite brand image likely to be projected by the Brand Information Network.

Using the 'test link' feature, IT managers can ensure that an ad spot or other link loads quickly.

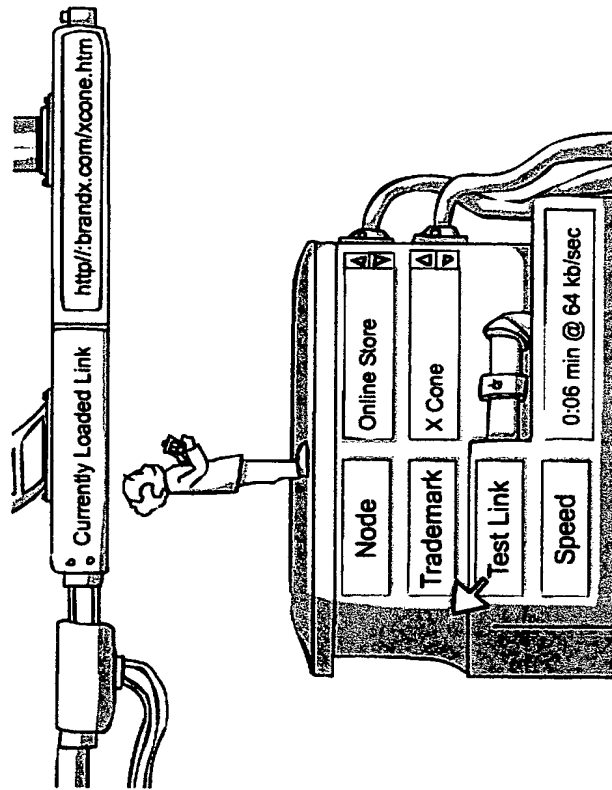
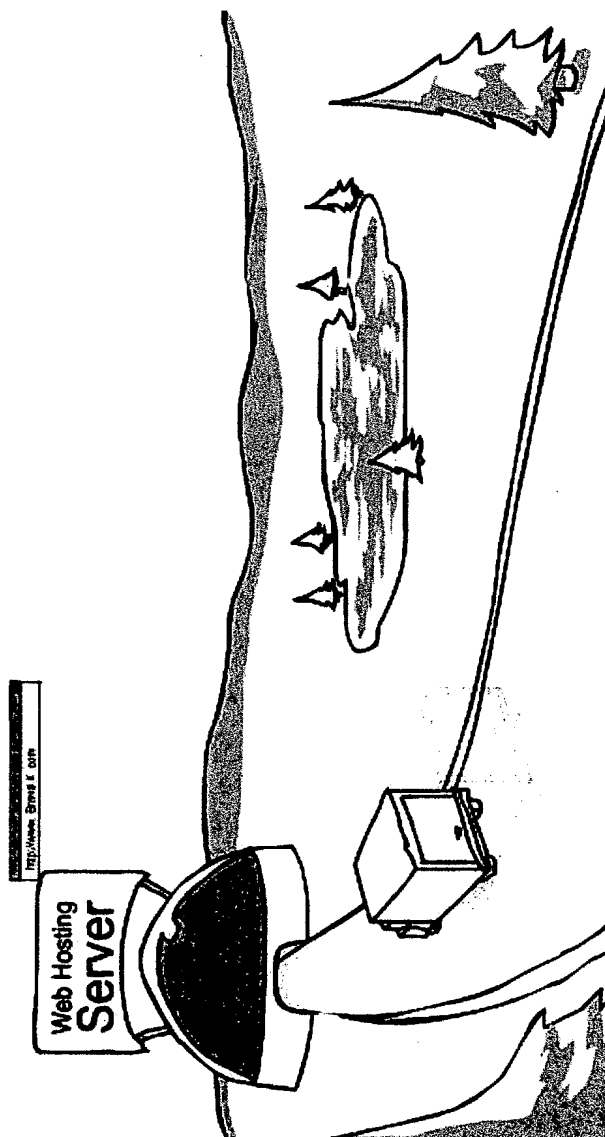


Fig. 53D20

Brandkey Create also includes easy-to-use tools that enable brand management teams to host content on the Web as well.



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Fig. 53D21

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Along with its other benefits, Brandkey can be a very useful tool to manage your brand online.

When you wish to change information about your brand, Brandkey will automatically synchronize the information on both the supply and demand sides of the chain.

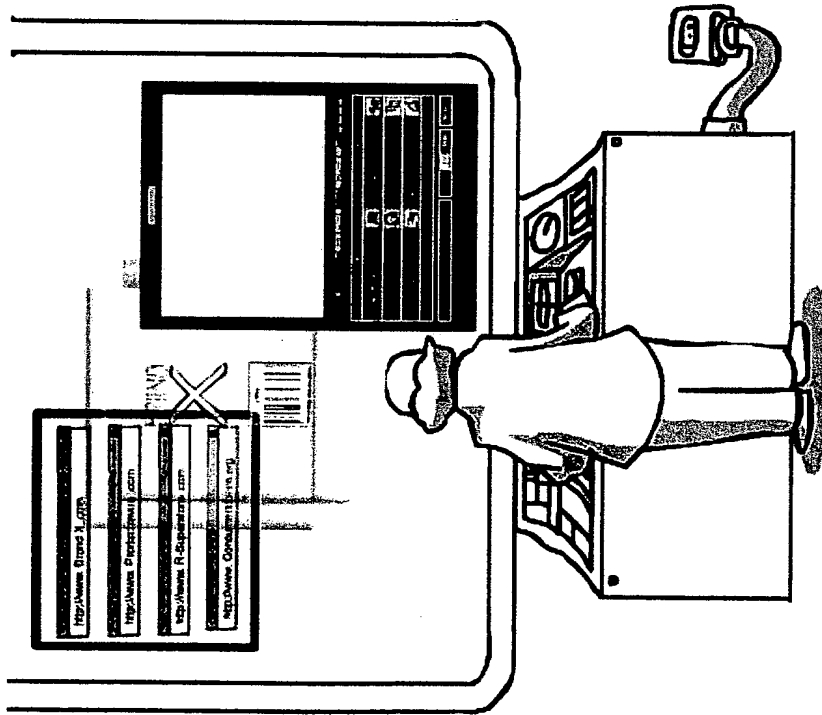


Fig. 57D22

Multi-Mode Virtual Kiosks come in a variety of types and sizes designed for the special needs of your trading partners..

Your Multi-Mode Virtual Kiosk can feature one product or several products.

Services can be showcased in a special manner.

Retailers can create kiosks that present multiple vendors, without overwhelming their own brand.

Corporate and industry-specific kiosks are yet other types of Multi-Mode Virtual Kiosks.

Types of Multi-Mode Virtual Kiosks

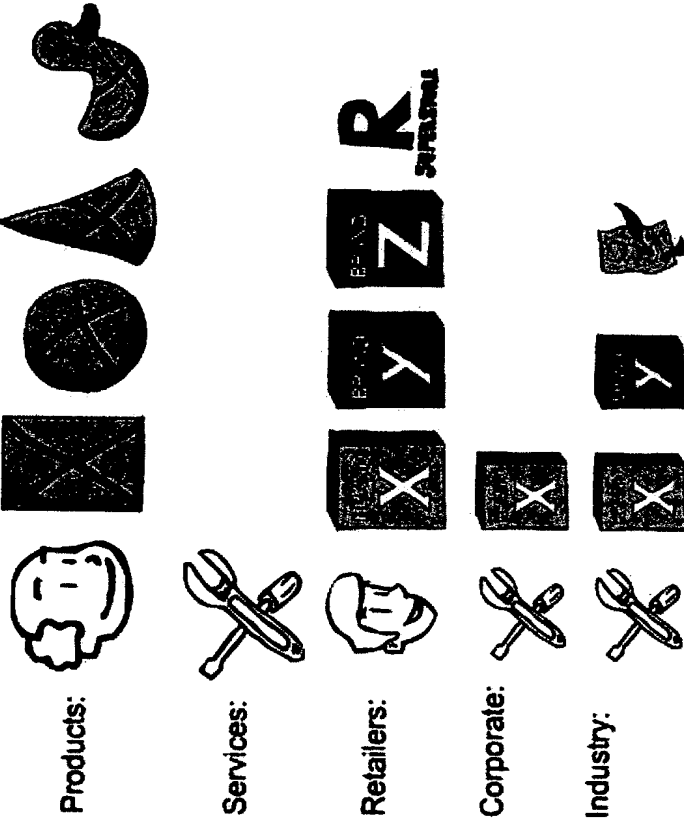
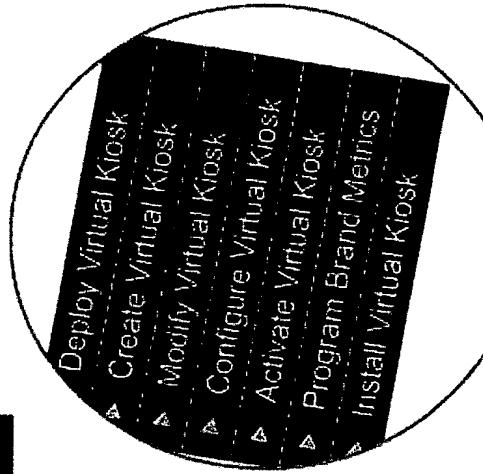


fig. 53D23



Brand Management and Marketing Communication Network

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advantise	Brandkey Promote
		Deploy Virtual Kiosk		
		Create Virtual Kiosk		
		Modify Virtual Kiosk		
		Configure Virtual Kiosk		
		Activate Virtual Kiosk		
		Program Brand Metrics		
		Install Virtual Kiosk		



In Brandkey Deliver, you set the kiosk in motion. You can rapidly configure, deploy and install a Multi-Mode Virtual Kiosk in as little as ten minutes.

Fig. 53D24

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You generate a Multi-Mode Virtual Kiosk
by following a few simple steps:

- Configure
- Create
- Deploy
- Activate

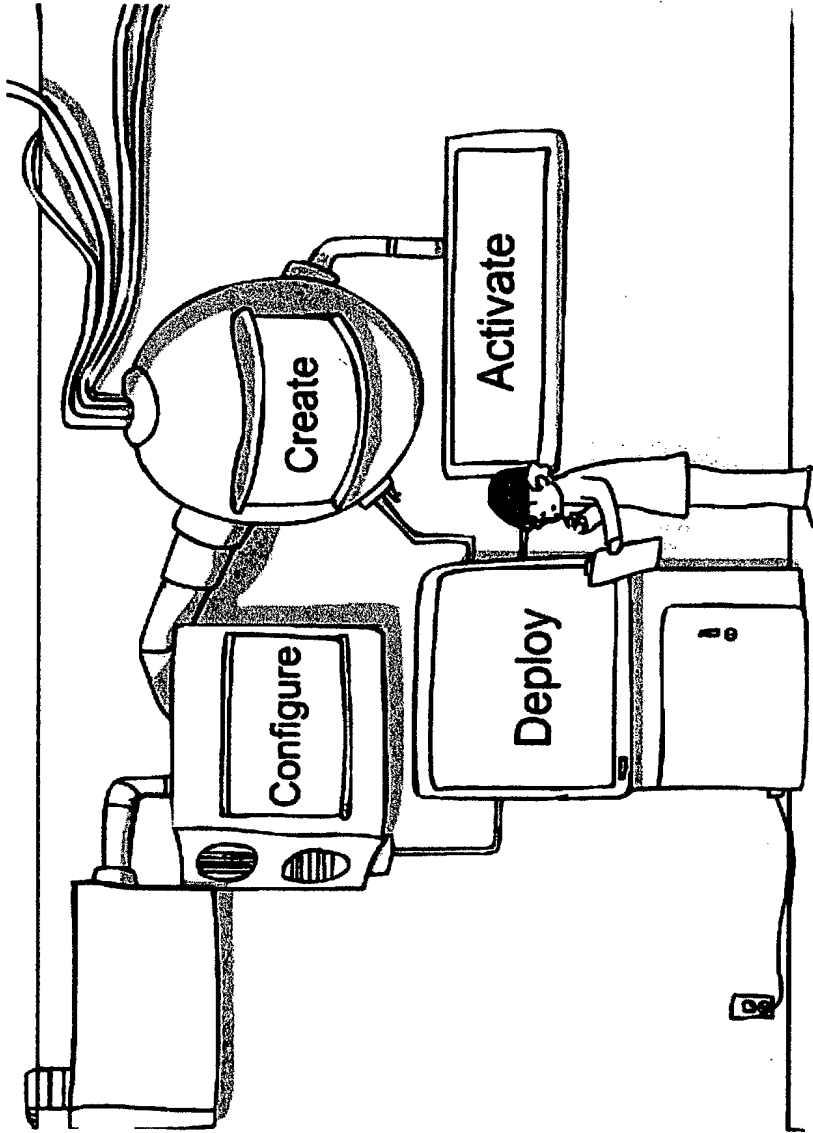


Fig. 53D25

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You begin by configuring the Multi-Mode Virtual Kiosk. Select the modes and installers, and define the domains where the Multi-Mode Virtual Kiosk can and cannot be installed.

Here you can ensure that your kiosks will not appear on a competitor's site, for example.

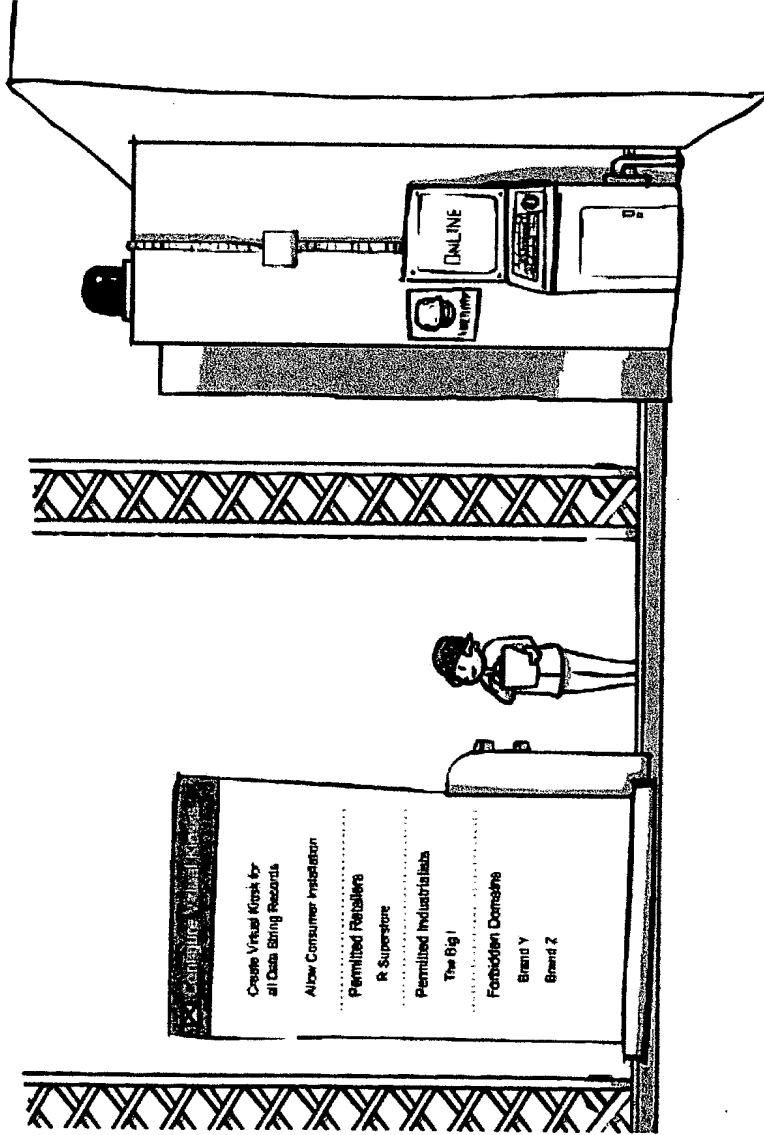


Fig. 53026

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You then can determine the look and feel of the Multi-Mode Virtual Kiosk by choosing colors, wallpaper, textures, etc.

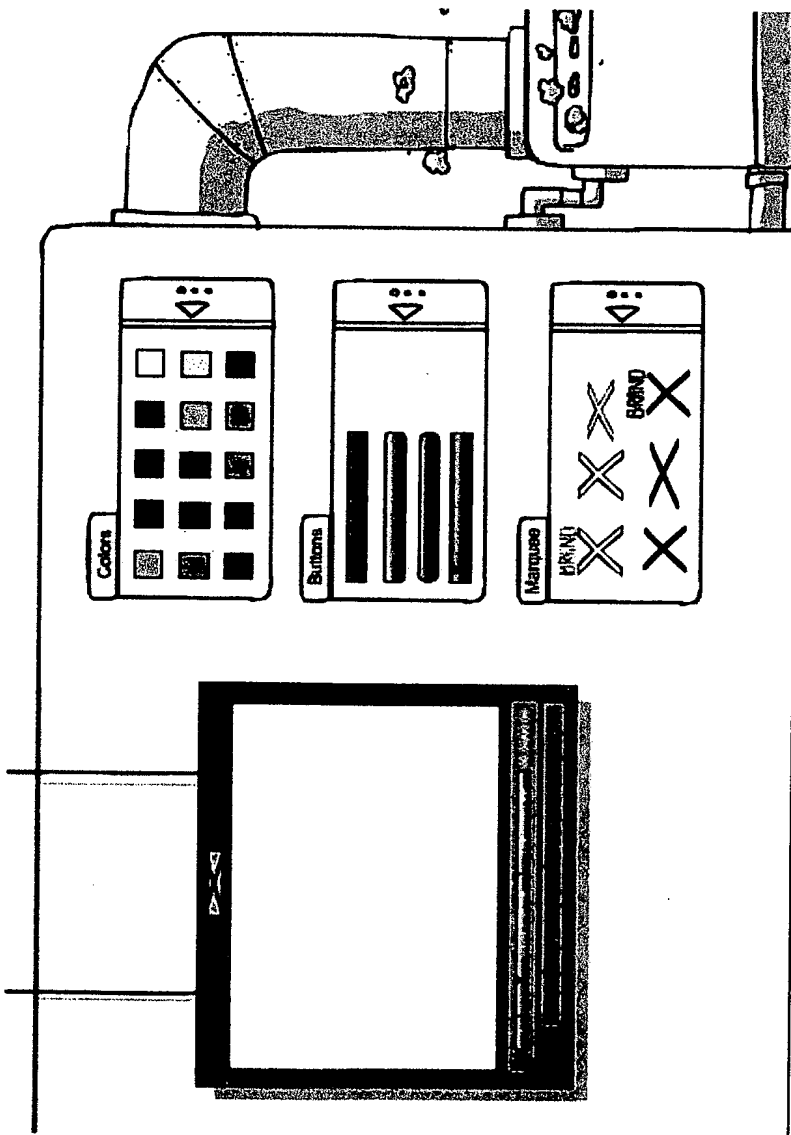
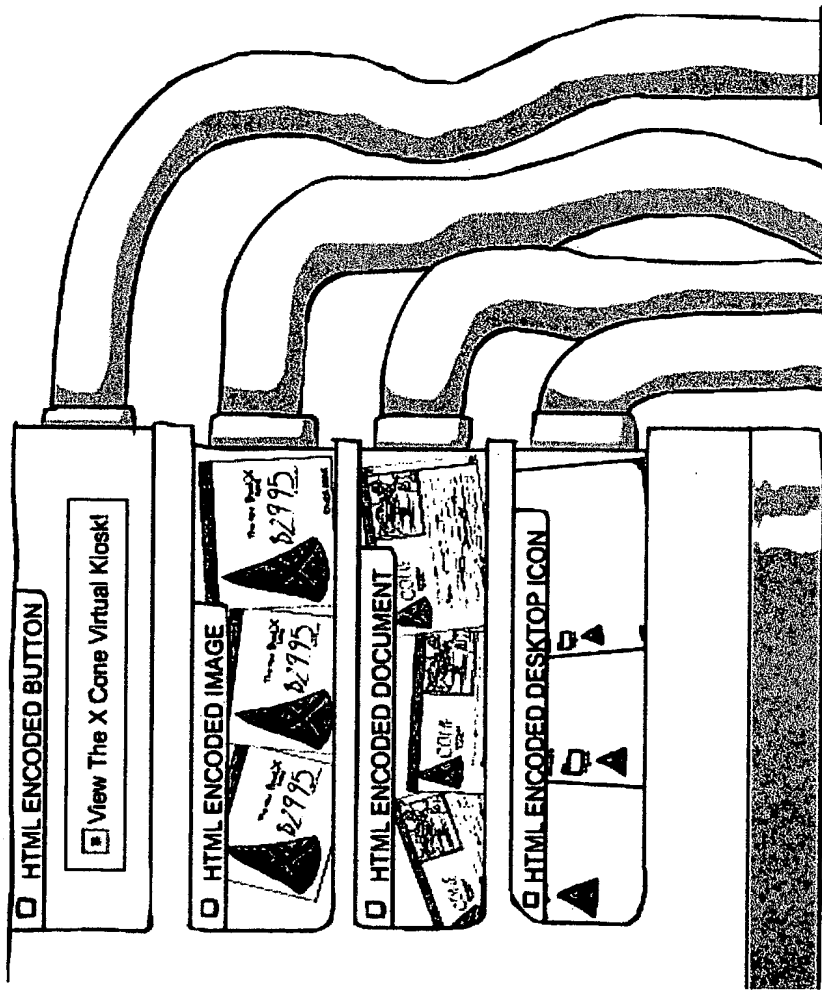


Fig. 53D27



In step three, deployment, you decide which launch environments you want...

Will the Multi-Mode Virtual Kiosk be a link embedded in an email to prospective customers?

A link in a registration package for new customers?

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Fig. 53D28

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... or an image of a product
that consumers might click
on while shopping on an
e-commerce site.

You can provide this image
or you can insert the Default
Brandkey button when you
do not have an image.

http://www.Brand X.com/try.htm

TRY the NEW X Cone!

It delivers all the punch of the original Brand X,
but in a new fancy shape!

Product Features

- Enjoy it's pointiness
- marvel at how orange it is.
- be the envy of those guys still using boxes!
- no assembly or batteries required
- easily accessorized with other Brand X products
- 1 year limited warranty
- Now with a patented self-sharp technology to prevent injury
- plus, many other benefits

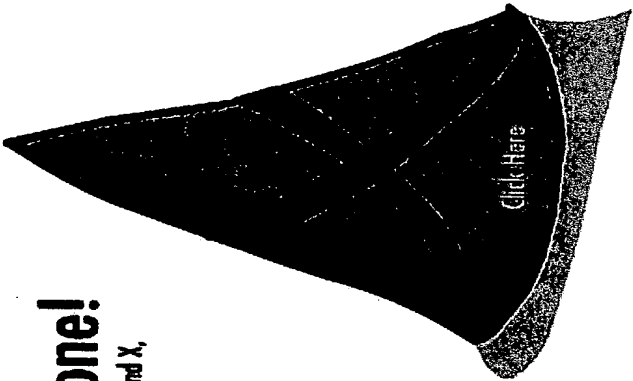


Fig. 53229

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The kiosk could even be a link in a fact sheet that consumers find while browsing on the brand's website...

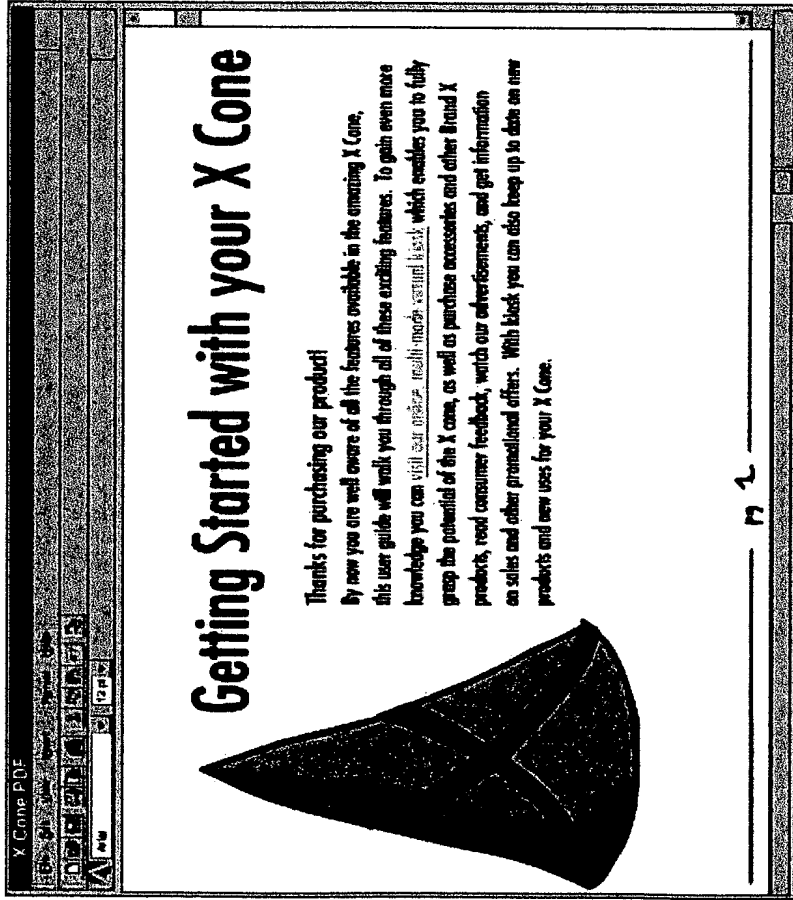


FIG. 53D 30



My Documents



My Computer



Internet



X Cone



Trash

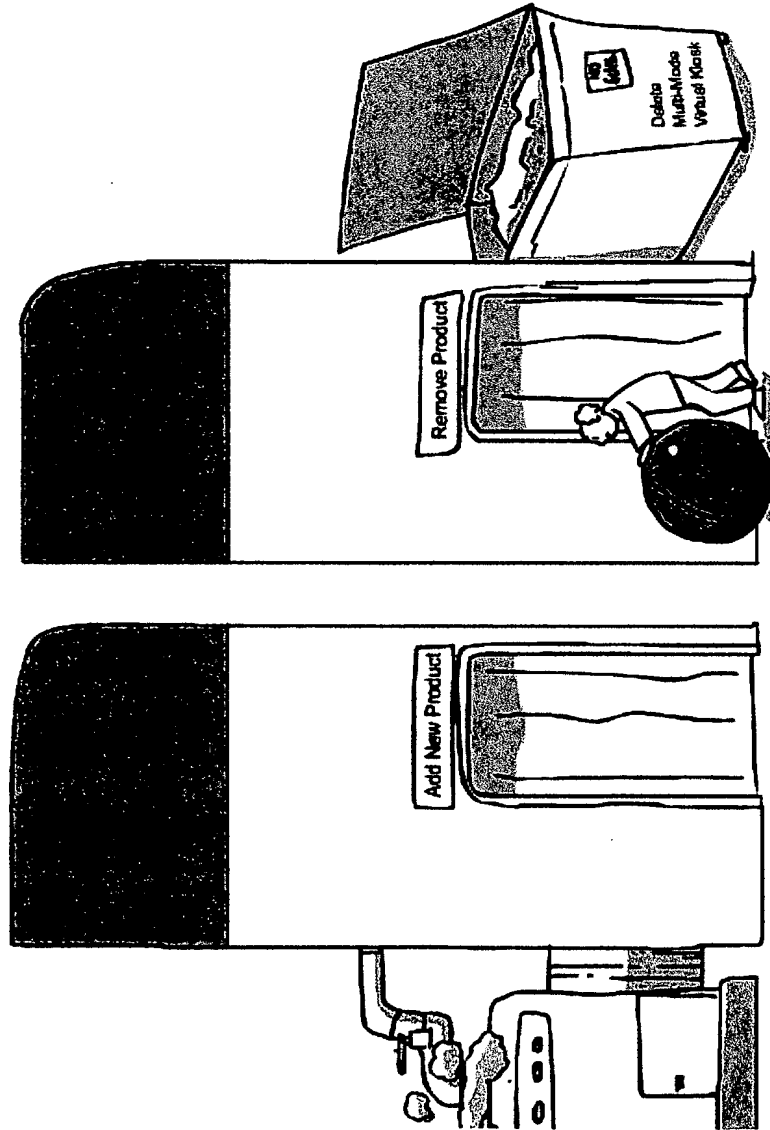
... or a desktop icon which
consumers can quickly
install on their computer
desktops, and launch
anytime they want the latest
sales or other information
about the brand.

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\$2

fig. 53D31

It is easy to update or
otherwise modify the images
or information on the Multi-Mode
Virtual Kiosks.



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Fig. 53D32

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Once deployment is complete, the Multi-Mode Virtual Kiosk is catalogued on a web server.

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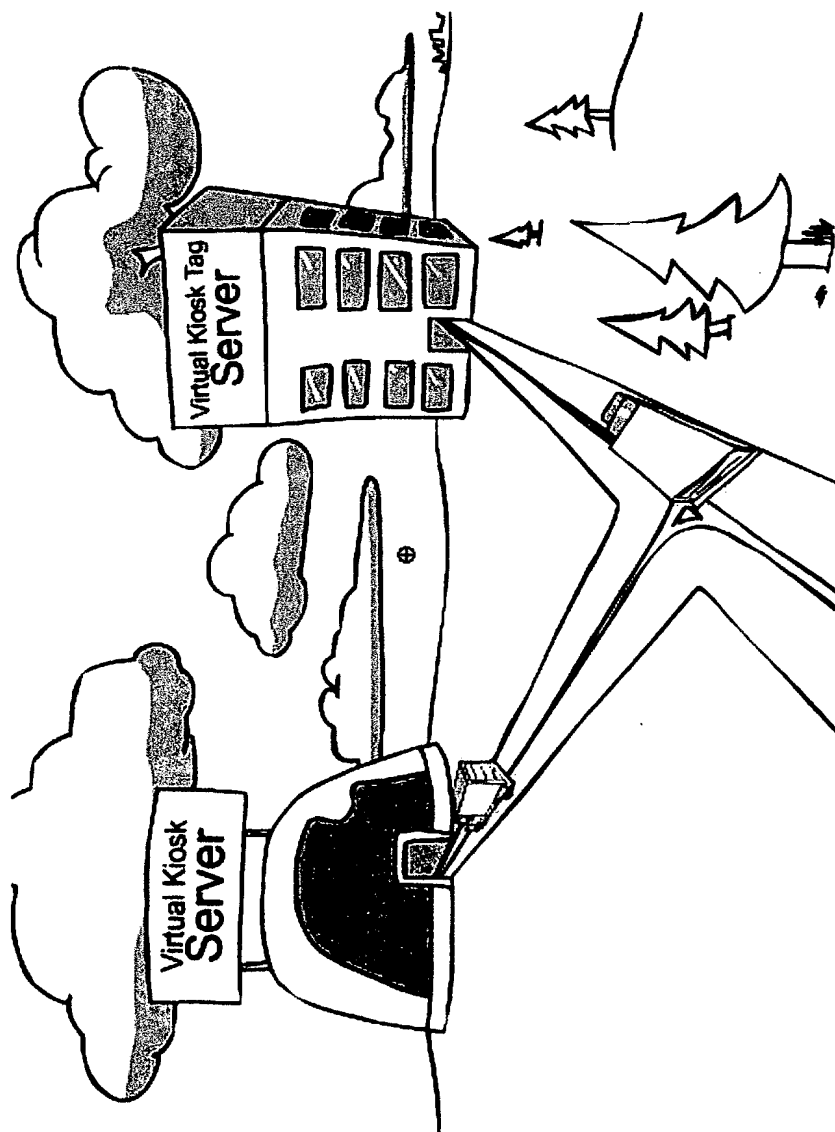


FIG. 53D33

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Your kiosk receives a 'tag', or launch button, which you or your agents can embed throughout the Internet.

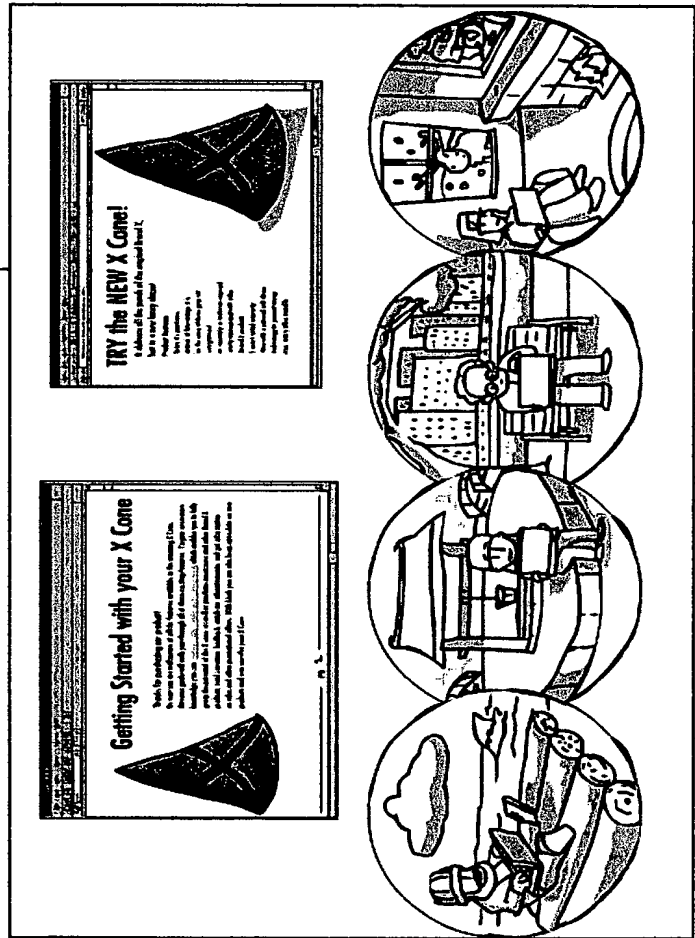
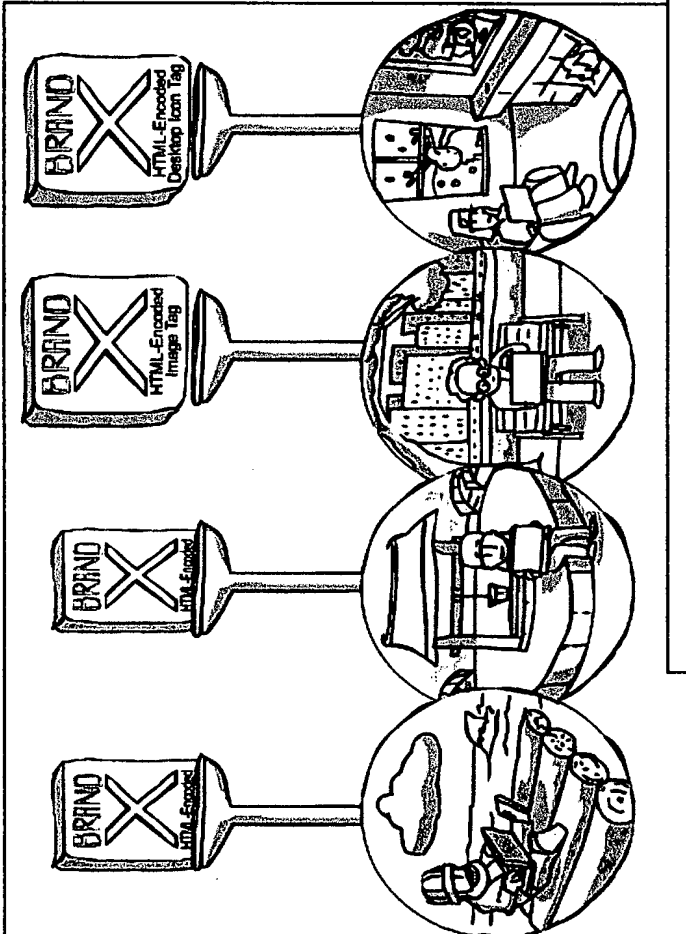


Fig. 53D34

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Then, when a consumer clicks on a tag
you have embedded somewhere along
the fabric of the Web....

... your Multi-Mode Virtual Kiosk
launches from the Brandkey Server, and
appears on the consumer's web-enabled
computer.

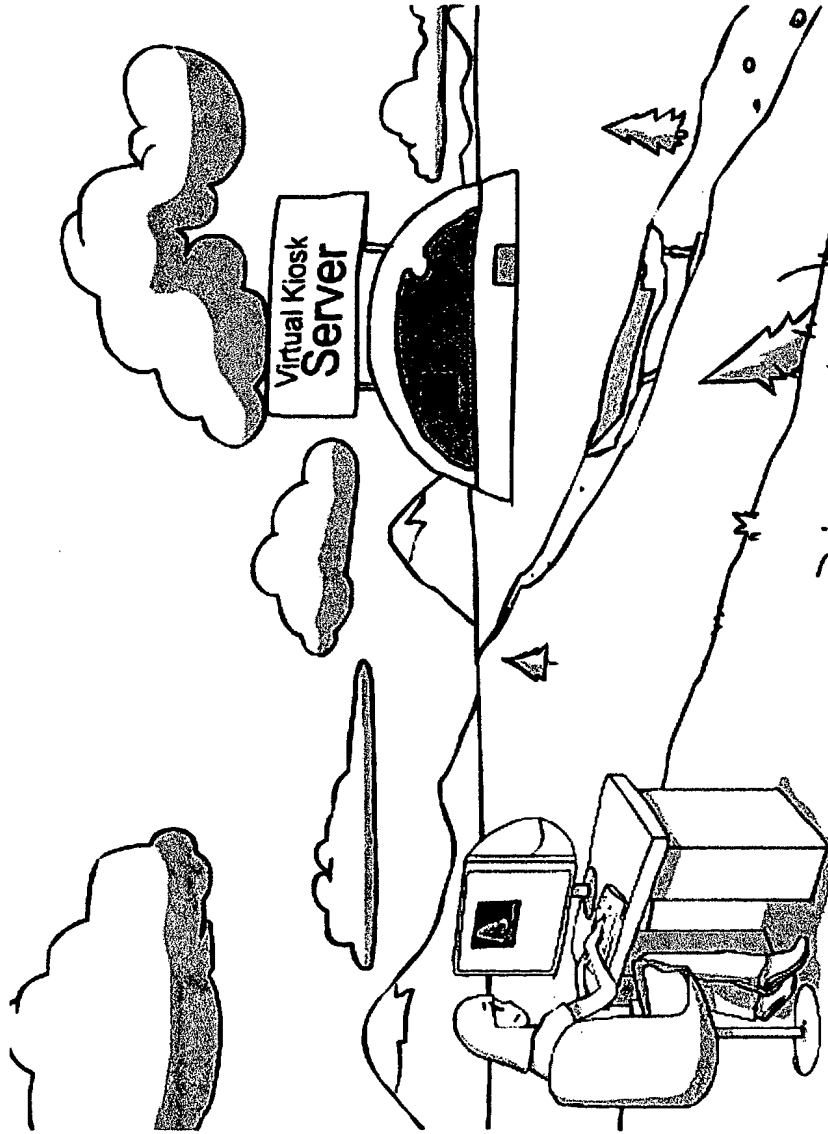


Fig. 53D35 ~~EE~~

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8

Once consumers launch your Multi-Mode Virtual Kiosk, it automatically plays through its three display modes, inviting them to interact with ad spots, promotional spots, and a rich network of brand-building information.

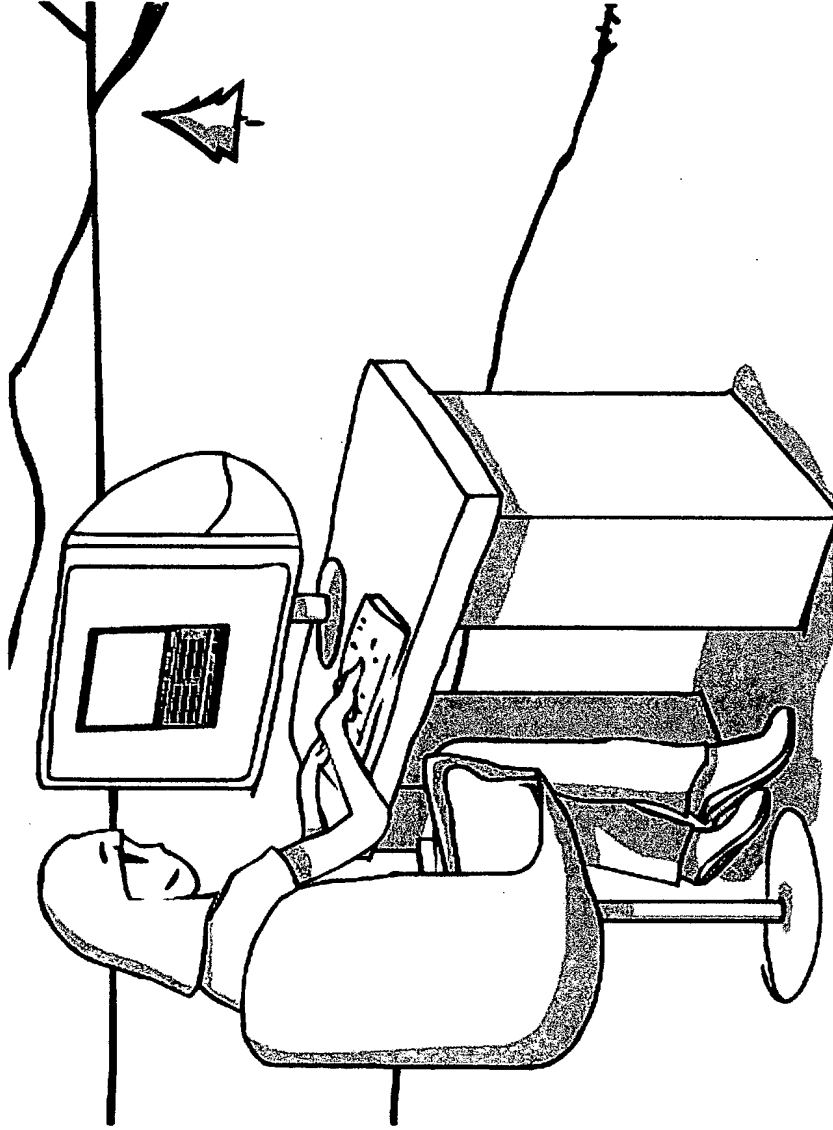


FIG. 53D36

Brandkey also allows you to quickly measure the interaction between consumers and Multi-Mode Virtual Kiosks.

For example, you can ask consumers to rate from 1 - 5 how useful a link was to them.

Brandkey can generate detailed reports to help you analyze the effectiveness of your brand- building campaigns.

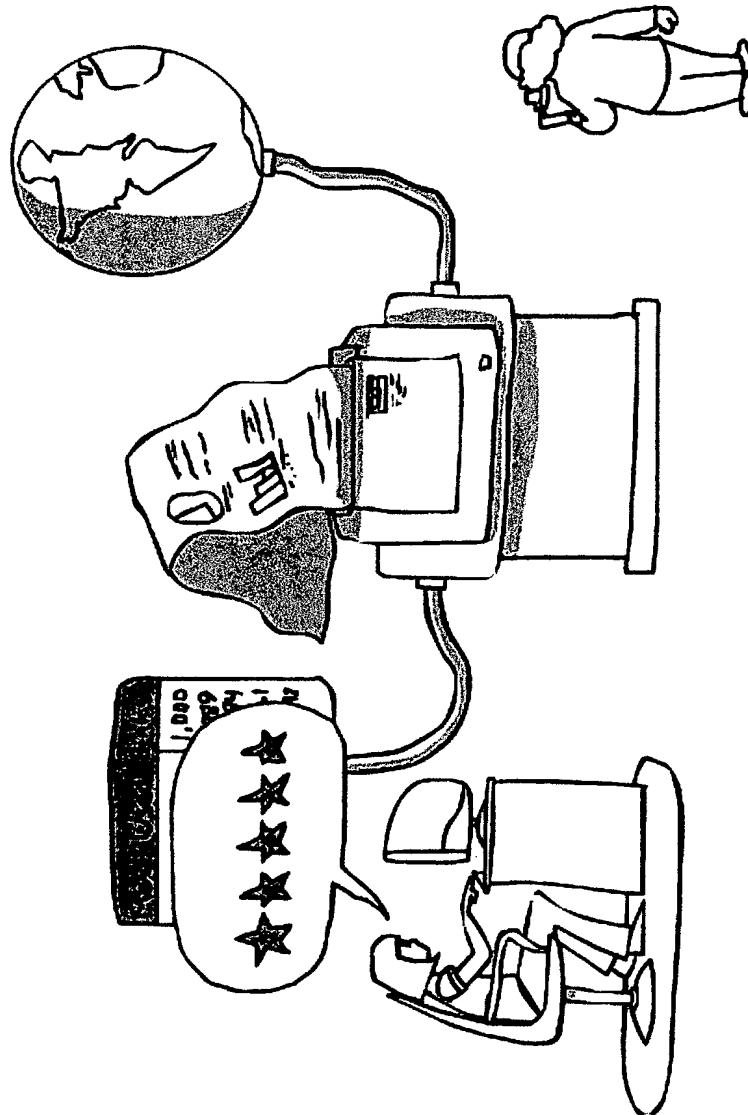


Fig. 53D37

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Brandkey also simplifies
the challenge of managing
online advertising and
promotion campaigns
with Brandkey Advertise
and Brandkey Promote.

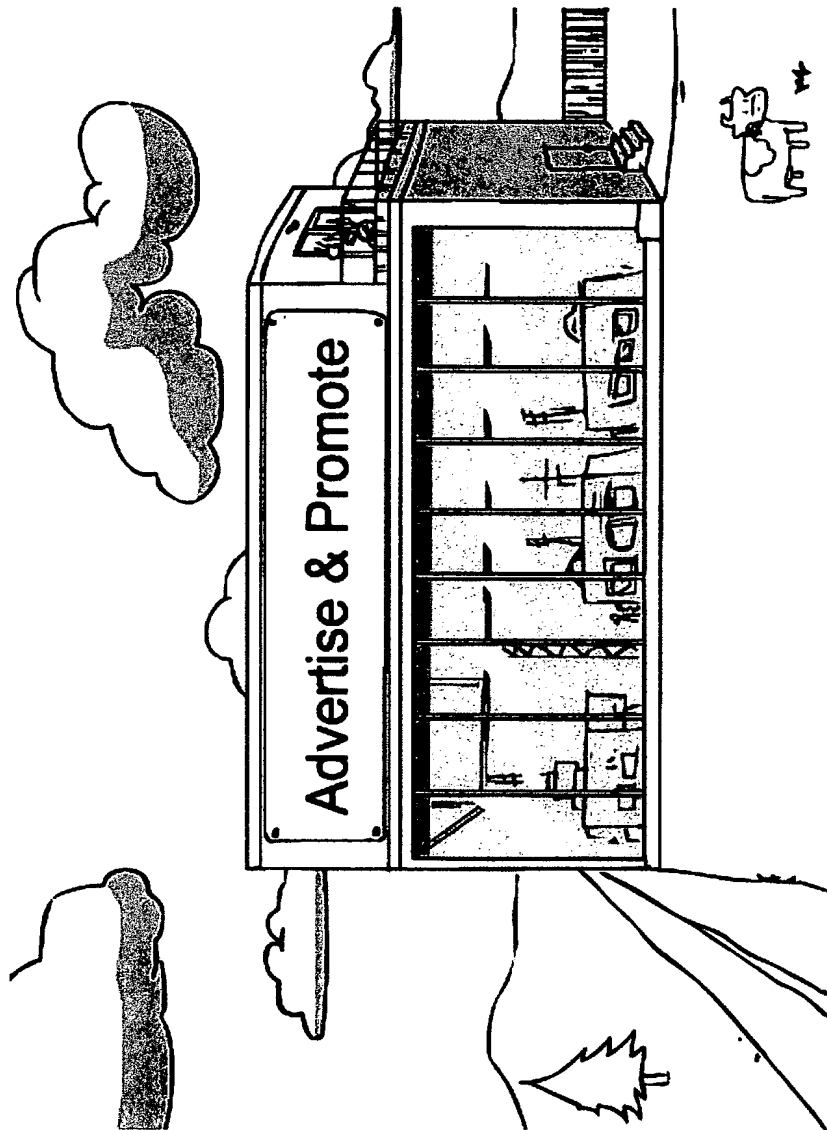
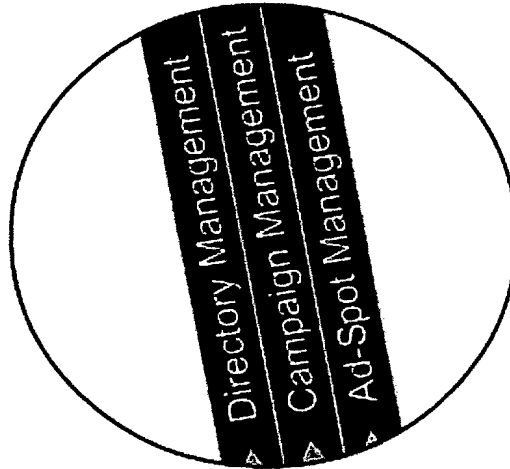


Fig. 53D 38

Brandkey
advertising

Brand Management and Marketing Communication Network


Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
			▶ Directory Management	
			▶ Campaign Management	
			▶ Ad-Spot Management	



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fig. 53739

~~40~~

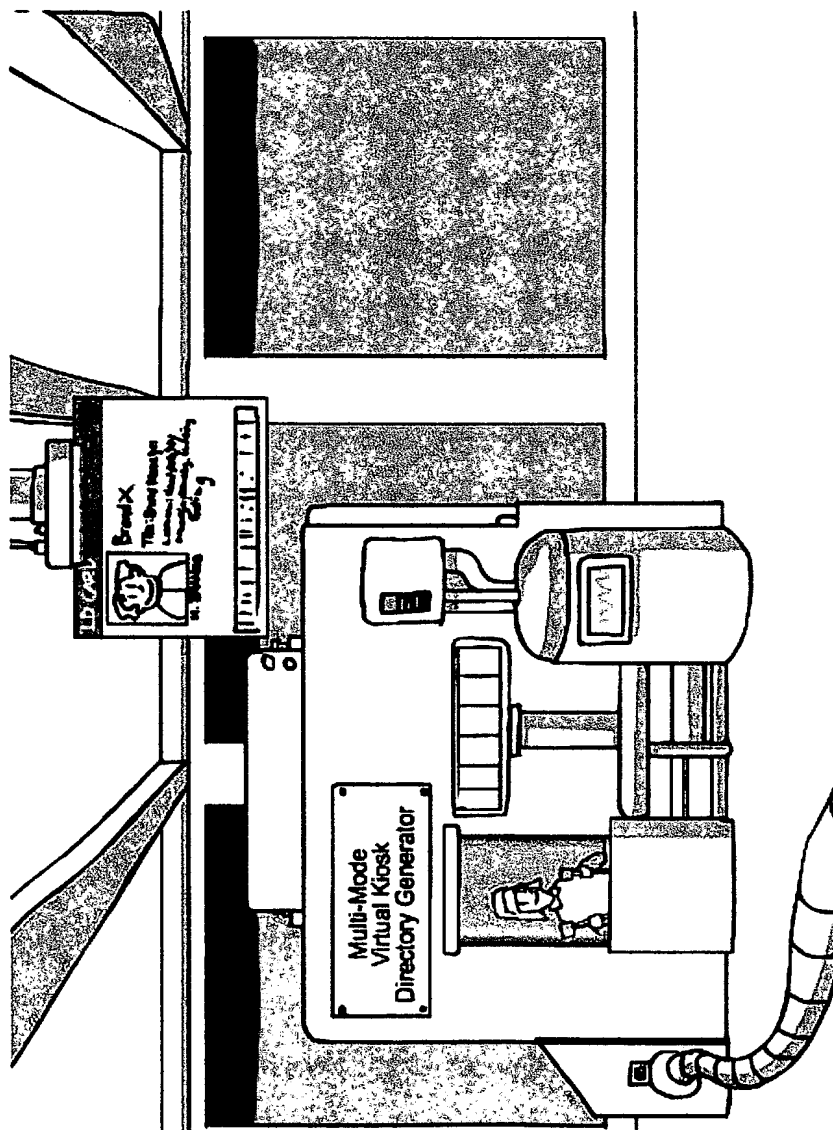


Directory Management
Campaign Management
Promo-Spot Management

Fig. 53D40

此

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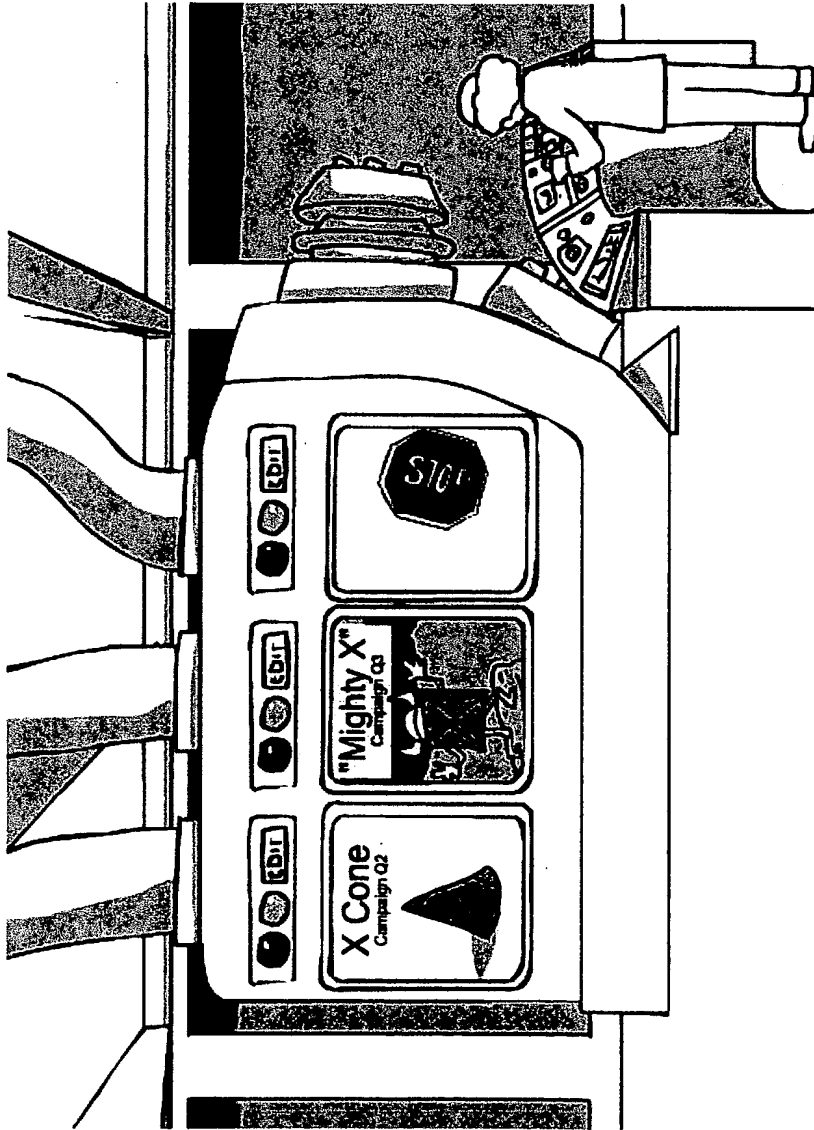


Advertising and Promotion
 Directories can automatically
 produce directory listings of all
 the installed Multi-Mode Virtual
 Kiosks on which agents may
 place ad or promotion spots on
 the World Wide Web.

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FIG. 53D41

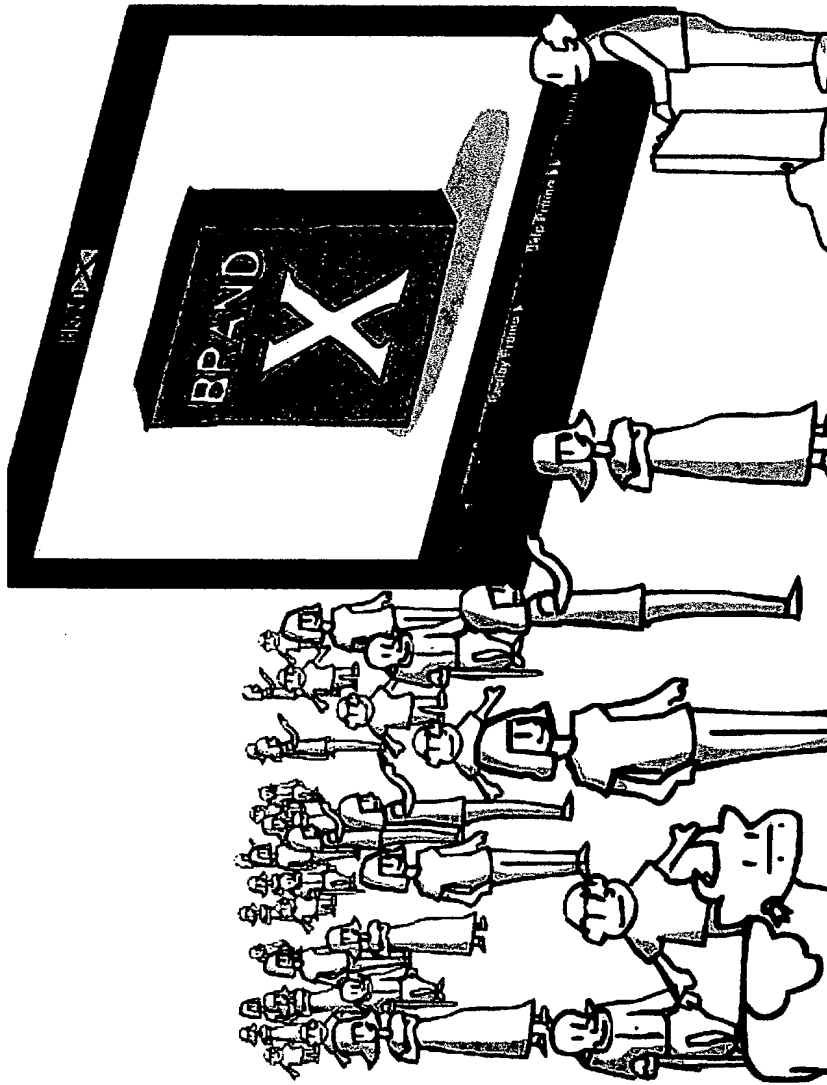
002



Authorized agents can quickly start,
stop or modify campaigns.

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Fig. 53D42



With Brandkey Systems
Multi-Mode Kiosks so easy to create and
deploy, you have the opportunity to
quickly reach millions of consumers
on the Web ...
and effectively communicate
a multi-dimensional picture
of your brand.

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FIG. 53D43

24



Everything is within your control to ensure that consumers receive the brand-building messages consistent with your marketing team objectives.

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Fig. 53D44

Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Advertise	Brandkey Promote
				
			Leading provider of Enterprise-level brand marketing and management solutions that enable brand management teams to create stronger, more distinctive brands online	

BKS™ Networks, Inc. provides brand managers with a revolutionary new brand management and marketing communication media designed to serve as a central control center for managing and marketing their brands everywhere on the internet, over all Web-based consumer touch-points, now and into the future. Using BKS™ Network's powerful tools, brand managers can quickly and easily create a multi-dimensional picture, or "Multi-Mode Virtual Kiosk" of their brand online -- and deliver it instantly to shoppers at e-retail sites and other critical touch points on the Web where - and when- consumers are considering an online purchase.

Consumers who click on the BKS™ Multi-Mode Virtual Kiosk can find out about the brand's latest promotions, get detailed product information, watch an ad, search the store locator or locate other information. Not only do BKS™ Multi-Mode Virtual Kiosks bring valuable brand information directly to the consumer at the critical point of purchase, but they enable brand managers to influence the consumer more than ever before before, during and after online purchases.

BKS™ Multi-Mode Virtual Kiosks are easy to build and deploy. You can create a BKS™ Multi-Mode Virtual Kiosk in minutes at your own computers using the following five tools:

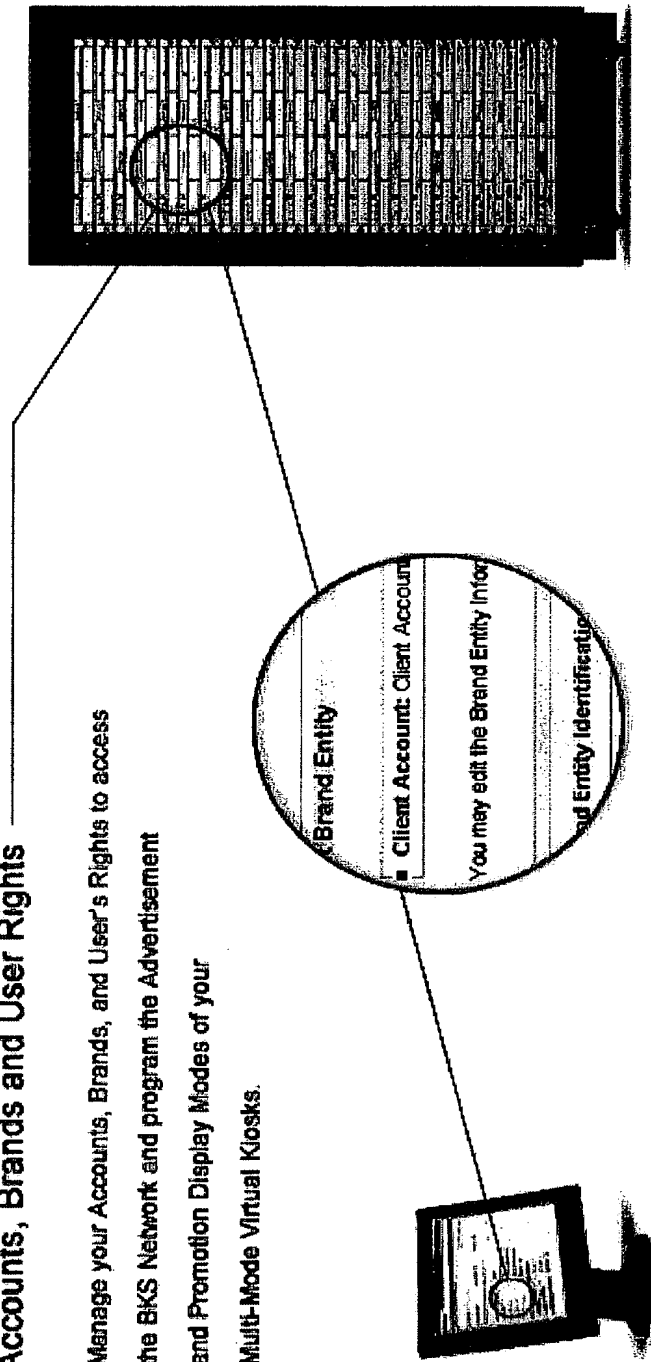
- **Brandkey Create:** choose the links that consumers will see in the ad, promo and brand information network display modes of Multi-Mode Virtual Kiosks.
- **Brandkey Deliver:** create, deploy and install Multi-Mode Virtual Kiosks.
- **Brandkey Advertise:** build, run and manage advertising campaigns on Multi-Mode Virtual Kiosks.
- **Brandkey Promote:** build, run and manage promotional campaigns on Multi-Mode Virtual Kiosks.
- **Brandkey Systems:** track and manage the users and brands on Multi-Mode Virtual Kiosks.



Fig. 54A

Accounts, Brands and User Rights

Manage your Accounts, Brands, and User's Rights to access the BKS Network and program the Advertisement and Promotion Display Modes of your Multi-Mode Virtual Kiosks.



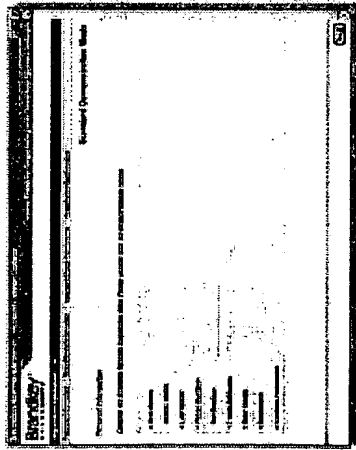
F6, 54B

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Next

Registration

Register your Client Account by completing the Client Information Application for review by the BKS Administrators.



[Click here to view larger screen](#)

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Back Next

fig. 54C

Operational Mode

Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

★ First Name:	<input type="text"/>
Middle Name:	<input type="text"/>
★ Last Name:	<input type="text"/>
★ Phone Number:	<input type="text"/>
Fax Number:	<input type="text"/>
★ E-mail Address:	<input type="text"/>
★ User Name:	<input type="text"/>
★ Password:	<input type="text"/>
★ Confirm Password:	<input type="text"/>

[Click here to return to previous page](#)

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Fig. 54D

User/Account Administration

- ▶ Administer Account Users and set their Rights to use specific Services delivered by the BKS Network.
- ▶ Administer your Account, the Trade/ServiceMarks associated with your Brand Entities, Account Access Rights to the BKS Network, and certify your Ad/Promo Agents.
- ▶ Set Ad/Promo Privileges of your Business Associates to place the Ad/Promo Spots on your installed Multi-Mode Virtual Kiosks.
- ▶ View Brand Metrics relating to Services delivered to your Account's Users by the BKS Network.

Brandkey		User/Account Administration	
User Name	User Rights	User Name	User Rights
Admin	Full Control	Admin	Full Control
...

[Click here to view larger screen](#)

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Operational Mode

Update Certified Registered Advertising Agents

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Advertising Agent 1	John Doe	203-555-1001	jdoe@aagent1.com	<input checked="" type="checkbox"/>
Advertising Agent 2	John Doe	203-555-2002	jdoe@aagent2.com	<input checked="" type="checkbox"/>
Advertising Agent 3	John Doe	203-555-3003	jdoe@aagent3.com	<input checked="" type="checkbox"/>

Update Uncertified Registered Advertising Agents

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Advertising Agent 4	Charles Smith	203-555-4004	csmith@aagent4.com	<input type="checkbox"/>
Advertising Agent 5	Mary Smith	203-555-5005	msmith@aagent5.com	<input type="checkbox"/>
Advertising Agent 6	James Smith	203-555-6006	jsmith@aagent6.com	<input type="checkbox"/>

[Click here to return to previous page](#)

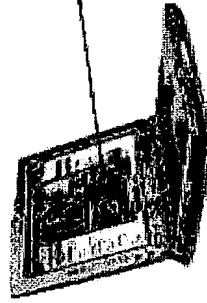
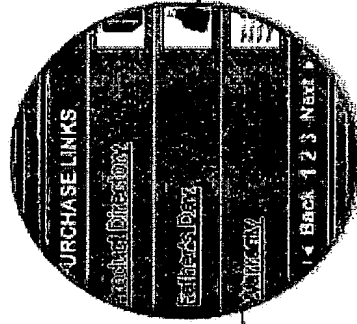
Fig. 54F

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Create

Brand Information Networks

Create interactive Brand Information Networks designed to manage and communicate the essential value and character associated with your branded products and services.



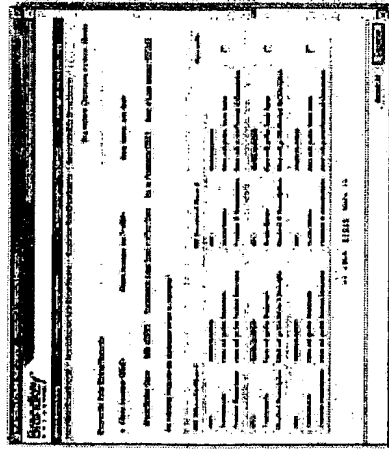
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Next

Fig. 546

Manage Brand Information Networks

- ▶ Select the Brand Entity assigned to your Client Account in which you wish to manage the Brand Information Networks associated with your Products and Services.
- ▶ Configure Branded Product and Services attributes to be associated with your Brand Information Networks.
- ▼ Manage Branded Product and Services Data Strings used to create your interactive Brand Information Networks.



[Click here to view larger screen](#)

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- Import Data String Records from your supply-side database into the BKS Network.
- And when your Product and Services packaging changes you can Search/Manage Data String Records.
- Create New Data String Records whenever you add new Products or Services to your line.
- To stay in step with your supply-side product database, Synchronize Data String Records.

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FIG. 54H

Operational Mode

Overwrite Data String Records

☐ Client Account: Client Account 1
 Client Account No: BKS-CA-A-0002003
 User Name: John Smith

Brand Entity: Brand Entity 1
 MIN: 123456
 Trademark: Trademark 1
 No. of Products: 00003
 Date of Last Import: 09/03/03

The following Products are duplicated. Which to overwrite?

BKS Networks Record	832 Document Record	Overwrite
UPC: 123456123456	UPC: 123456123456	
Trademark: Trademark 1	Trade Name: Trademark 1	<input type="checkbox"/>
Product Descriptor: Product Descriptor 1	Product ID Description: Product Descriptor 1A	
UPC: 123456123457	UPC: 123456123457	
Trademark: Trademark 2	Trade Name: Trademark 2	<input type="checkbox"/>
Product Descriptor: Product Descriptor 2	Product ID Description: Product Descriptor 2A	
UPC: 123456123458	UPC: 123456123458	
Trademark: Trademark 3	Trade Name: Trademark 3	<input type="checkbox"/>
Product Descriptor: Product Descriptor 3	Product ID Description: Product Descriptor 3A	

<< < Back 1 2 3 4 5 Next > >>

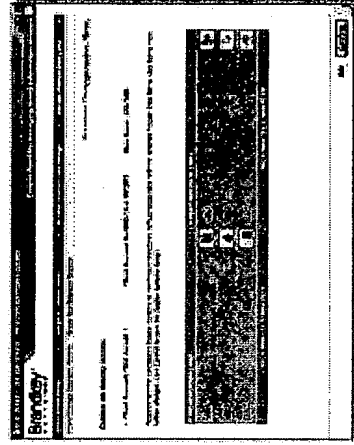
[Click here to return to previous page](#)

Fig. 54I

Manage Brand Information Networks

▼ Manage Brand Information Networks by linking your Brand Building Resources to product and service Data Strings to build Brand Information Networks designed to communicate your Brand Image.

- Search/Manage the Data Link Records of your Brand Information Networks by editing their related Data Link records.
- Extend your Brand information Networks by Creating New Data link Records.



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Fig. 54J

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Operational Mode

Confirm the Display Schema

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

PRE-PURCHASE LINKS			POST-PURCHASE LINKS		
Link 1			Link 4		
Link 2			Link 5		
Link 3			Link 6		
<< Back 1 2 3 Next >>			<< Back 1 2 3 Next >>		

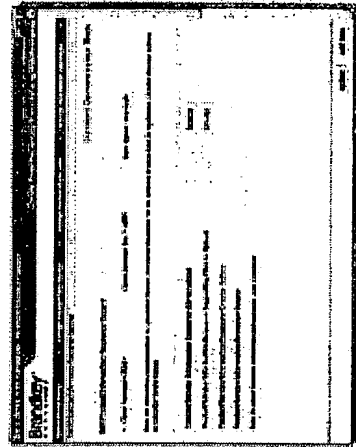
[Click here to return to previous page](#)

Fig. 54K

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Host Brand Building Web Resources

► Select the Brand Entity assigned to your Client Account in which you wish to manage the hosted Brand Building Web Resources associated with your Products and Services.



Click here to view larger screen

- View Data String Records and Brand Information Networks to obtain an overview of the Data Strings associated with your Client Account that are maintained in the BKS Network.
- View Data Link Records and Brand Information Networks to survey your associated Brand Information Resources.
- Manage Hosted Brand Building Resources on web servers maintained by the BKS Network.

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Fig. 54L

Operational Mode

Edit Service Information Resource Record

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:	<input type="text"/>	<input type="button" value="Browse"/>
Product/Service Information Resource Supporting Files to Upload:	<input type="text"/>	<input type="button" value="Browse"/>
Product/Service Information Resource Creator/Author:	<input type="text"/>	
Product/Service Information Resource Owner:	<input type="text"/>	
Date Product/Service Information Resource was Created:	<input type="text"/>	

[Click here to return to previous page](#)

Fig. 54M

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Deliver

Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at
Web-Enabled touchpoints to develop Consumer
Brand Knowledge about your branded
products and services.

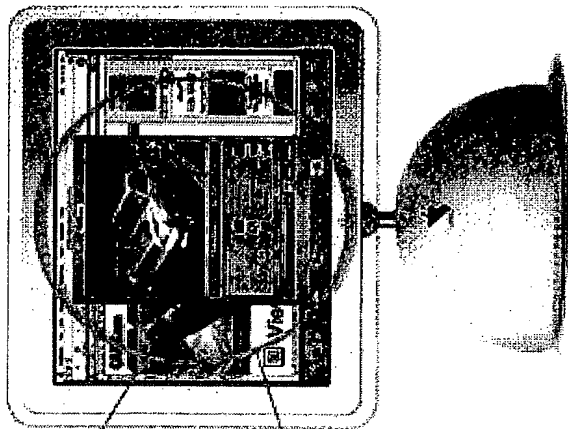
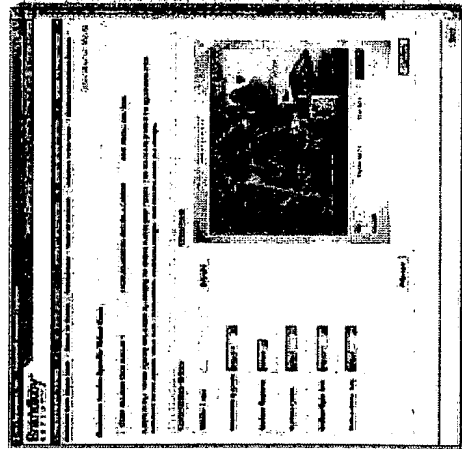


Fig. 54 N

Generate Virtual Kiosks

Generate Multi-Mode Virtual Kiosks designed to effectively communicate your Product or Service's Brand Image in the minds of Consumers.



[Click here to view larger screen](#)

► Configure Multi-Mode Virtual Kiosks by specifying where and who may install your Multi-Mode Virtual Kiosks, using the BKS Network.

► Customize your Multi-Mode Virtual Kiosks to reflect the look and feel of your Brand.

► Deploy your Multi-Mode Virtual Kiosks over diverse and widespread Launch Environments.

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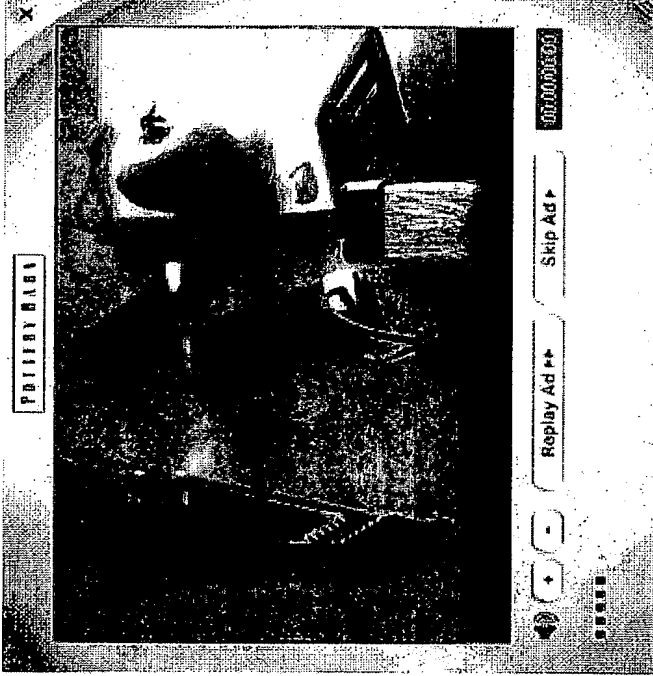
Fig. 540

Operational Mode

Customize Vendor-Specific Virtual Kiosk

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

Customize your Vendor-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Vendor-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options		Virtual Kiosk
Vendor Logo:	<input type="text"/> <input type="button" value="Browse"/>	
Geometric Layout:	<input type="text" value="square"/> <input type="button" value="Preview"/>	
Surface Texture:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	
Surface Color:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	
Button Style Set:	<input type="text" value="square"/> <input type="button" value="Preview"/>	
Button Color Set:	<input type="text" value="Black"/> <input type="button" value="Preview"/>	

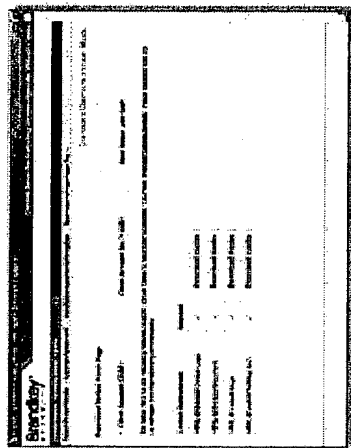
[Click here to return to previous page](#)

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Install Multi-Mode Virtual Kiosks

Select, download, and install Multi-Mode Virtual Kiosk Tags which launch your Brand-Building Multi-Mode Virtual Kiosks.

- ▶ Select Virtual Kiosks you wish to download, install, and access over the internet.
- ▶ Install Virtual Kiosk Tags by downloading the selected Multi-Mode Virtual Kiosks' Tags to be installed at locations which reach your target audience.



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Fig. 54Q

Install Vendor - Specific Virtual Kiosks

Select Virtual Kiosks

License Agreement

Installation Location Information

Download Virtual Kiosk Tag

Operational Mode

Download Virtual Kiosk Tags

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
----------------------------------	-------------------------------------	-----------------------

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected	
HTML-Embedded Default Logo	<input checked="" type="checkbox"/>	Download Kiosks
HTML-Embedded Document	<input type="checkbox"/>	Download Kiosks
HTML-Encoded Image	<input checked="" type="checkbox"/>	Download Kiosks
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>	Download Kiosks

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Fig. 54R

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Advertise

Branded Products and Services

Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

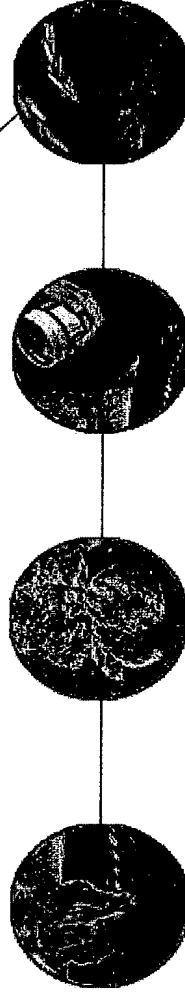
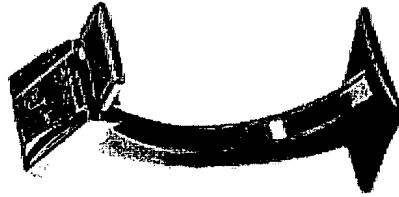
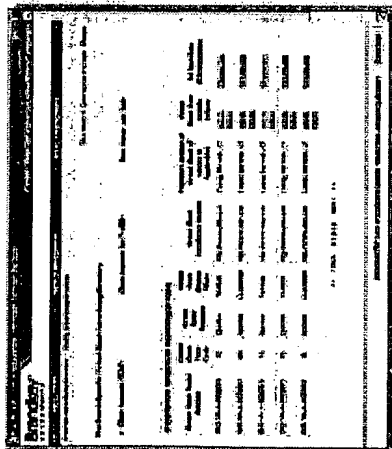


Fig. 54S

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Next

- ▼ Create Multi-Mode Virtual Kiosk Advertising Directories that specify on which Multi-Mode Virtual Kiosks you are permitted to run your Advertising Campaigns.



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- **Generate Advertising Directory identifying on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Advertising Campaigns.**

- **Modify Advertising Directory** that specify on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Advertising Campaigns.

Fig. 54+

Operational Mode

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Brand-Specific Virtual Kiosk Advertising Directory						
Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices
BKS-VK-A-0002003	PS	Sponsor 1	Tri-Mode	http://www.sponsor1.com	NA	activity indices
BKS-VK-A-0002004	VS	Sponsor 2	Dual-Mode	http://www.sponsor2.com	NA	activity indices
BKS-VK-A-0002005	PS	Sponsor 3	Tri-Mode	http://www.sponsor1.com	NA	activity indices
BKS-VK-A-0002006	PS	Sponsor 4	Tri-Mode	http://www.sponsor3.com	NA	activity indices
BKS-VK-A-0002007	VS	Sponsor 5	Dual-Mode	http://www.sponsor1.com	NA	activity indices

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Fig. 54 V

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Manage Advertising Campaigns

▼ Register and Manage Advertising Campaigns to be run on specified Networks on Multi-Mode Virtual Kiosks.

- Register Campaign to be run on specified Networks of Multi-Mode Virtual Kiosks.
- Flexibly add or delete Multi-Mode Virtual Kiosks at any time to Modify Campaigns.
- Stop Campaign in a flexible manner to meet your marketing objectives.
- View up-to-date metrics kept by the BKS Network to Monitor Campaigns.

Campaign Name	Status	Start Date	End Date	Start Time	End Time	Days of Week	Ad Type	Ad Size	Ad Count	Ad Cost	Ad Revenue	Ad Profit
Brandkey Advertise	Active	2010-01-01	2010-01-31	00:00	23:59	Mon-Fri	Video	30s	1000	\$1000	\$1000	\$0
Brandkey Advertise	Active	2010-01-01	2010-01-31	00:00	23:59	Sat-Sun	Video	30s	1000	\$1000	\$1000	\$0
Brandkey Advertise	Active	2010-01-01	2010-01-31	00:00	23:59	Mon-Fri	Video	30s	1000	\$1000	\$1000	\$0
Brandkey Advertise	Active	2010-01-01	2010-01-31	00:00	23:59	Sat-Sun	Video	30s	1000	\$1000	\$1000	\$0

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Operational Mode

Modify the Virtual Kiosk Advertising Campaign

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

You may Modify the Virtual Kiosk Advertising Campaign by Adding or Removing Virtual Kiosks from the Campaign.

Master Data Record for Virtual Kiosk Advertising Campaign			
Name of Advertising Campaign	Date of Advertising Campaign Registration	Physical Location of Virtual Kiosk (If Applicable)	Advertising Campaign Registration Number
Advertising Campaign 1	02-03-02		BKS-AC-A-0002007

Virtual Kiosk Added to Campaign	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)	Ad Spot Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	BKS-VK-A-0002003	PS	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression	ASO#26
<input type="checkbox"/>	BKS-VK-A-0002004	VS	Dual-Mode	http://www.sponsor2.com	NA	activity indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/>	BKS-VK-A-0002005	PS	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression	ASO#26
<input type="checkbox"/>	BKS-VK-A-0002006	PS	Tri-Mode	http://www.sponsor3.com	NA	activity indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/>	BKS-VK-A-0002007	VS	Dual-Mode	http://www.sponsor1.com	NA	activity indices	\$/Impression	ASO#26

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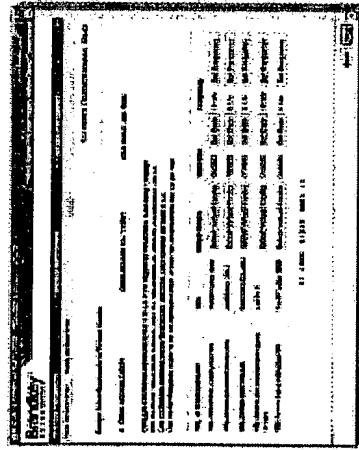
Fig. 54W

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Manage Advertising Campaigns

▼ Place Ad-Spot Orders on installed networks of Multi-Mode Virtual Kiosks.

- Place Ad-Spot Order on installed networks of Multi-Mode Virtual Kiosks.
- Modify Ad-Spot Order placed on installed networks of Multi-Mode Virtual Kiosks.



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Black

fig. 54X

Operational Mode

Assign Advertisements to Virtual Kiosks

■ Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run. Click the Set Date button to set the Start Date on which the Advertisement will begin to run. Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.clientaccount1.com/content/ad1.mpg	Advertisement 1	Select Virtual Kiosks	09/20/02	Set Frequency 10 X/hr
http://www.clientaccount1.com/content/ad2.mpg	Advertisement 2	Select Virtual Kiosks	10/30/02	Set Frequency 5 X/hr
http://www.clientaccount1.com/content/ad3.mpg	Advertisement 3	Select Virtual Kiosks	07/10/02	Set Frequency 2 X/hr
http://www.clientaccount1.com/content/ad4.mpg	Advertisement 4	Select Virtual Kiosks	01/02/02	Set Frequency 10 X/hr
http://www.clientaccount1.com/content/ad5.mpg	Advertisement 5	Select Virtual Kiosks	09/20/02	Set Frequency 5 X/hr

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Fig. 5A Y

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Promote

Branded Products and Services

Promote your branded products and services by building, running and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

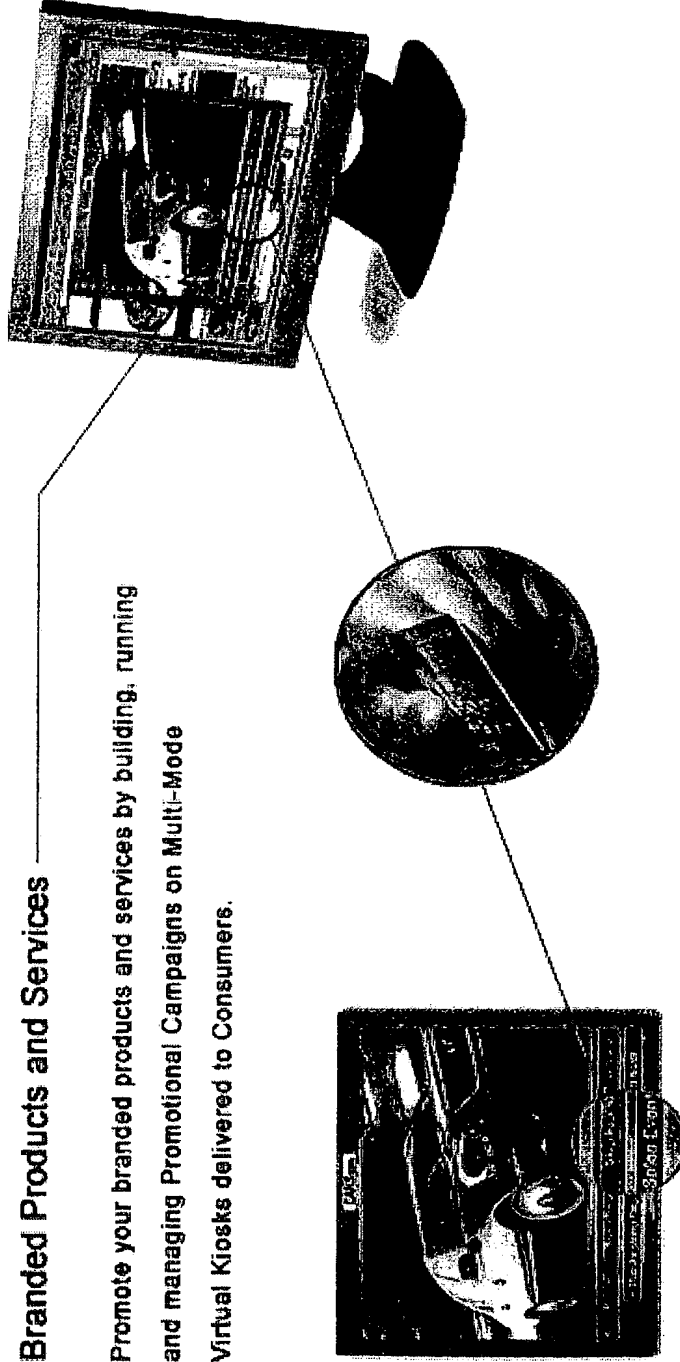


Fig. 54 Z

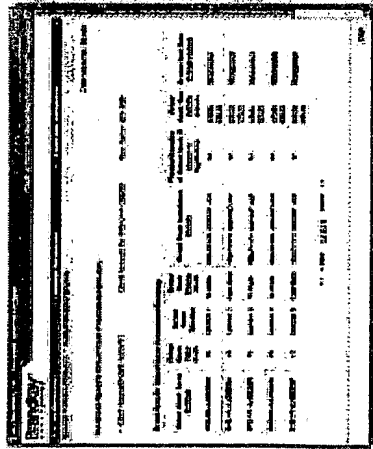
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Next

Manage Promotional Campaigns

Manage Promotional Campaigns to be run on networks of installed Multi-Mode Virtual Kiosks.

▼ Create Multi-Mode Virtual Kiosk Promotional Directories that specify on which Multi-Mode Virtual Kiosks you are permitted to run your Promotion Campaigns.



[Click here to view larger screen](#)

■ Generate Promotional Directory identifying on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Promotion Campaigns.

■ Modify Promotional Directory that specify on which Multi-Mode Virtual Kiosks your Agents are permitted to run your Brand's Promotion Campaigns.

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Fig. 64a9

Operational Mode

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Promo Spot Rate (\$/Impression)
BKS-VK-A-0002003	PS	Sponsor 1	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression
BKS-VK-A-0002004	VS	Sponsor 2	Dual-Mode	http://www.sponsor2.com	NA	activity indices	\$/impression
BKS-VK-A-0002005	PS	Sponsor 3	Tri-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression
BKS-VK-A-0002006	PS	Sponsor 4	Tri-Mode	http://www.sponsor3.com	NA	activity indices	\$/impression
BKS-VK-A-0002007	VS	Sponsor 5	Dual-Mode	http://www.sponsor1.com	NA	activity indices	\$/impression

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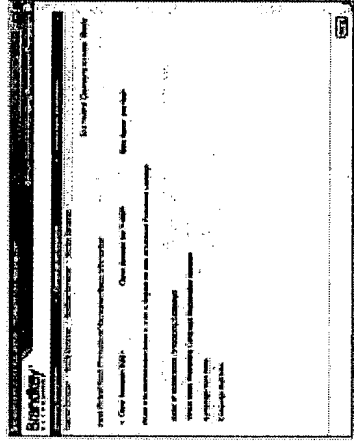
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Fig. 546b

Manage Promotional Campaigns

▼ Register and Manage Promotional Campaigns to be run on specified Networks on Multi-Mode/Virtual Kiosks.

- Register Campaign to be run on specified Networks of Multi-Mode Virtual Kiosks.
- Flexibly add or delete Multi-Mode Virtual Kiosks at any time to Modify Campaigns.
- Stop Campaign in a flexible manner to meet your marketing objectives.
- View up-to-date metrics kept by the BKS Network to Monitor Campaigns.



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fig. 54cc

Operational Mode

Input Virtual Kiosk Promotional Campaign Basic Information

Client Account: Client Account 1	Client Account No: BKS-CA-A-0002003	User Name: John Smith
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Please enter the information below in order to Register the new Virtual Kiosk Promotional Campaign.

Name of Virtual Kiosk Promoting Campaign:	<input type="text"/>
Virtual Kiosk Promoting Campaign Registration Number:	<input type="text"/>
Campaign Start Date:	<input type="text"/>
Campaign End Date:	<input type="text"/>

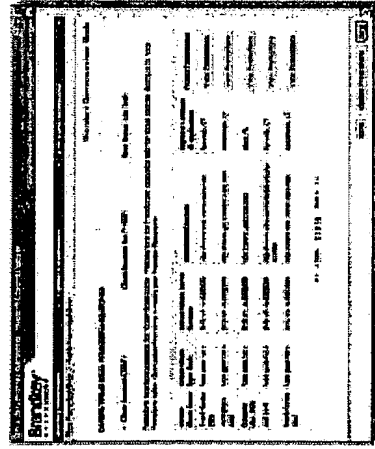
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Fig. 54dd

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Manage Promotional Campaigns

▼ Place Promo-Spot Order on installed networks of Multi-Mode Virtual Kiosks.



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Fig. 54ee

Operational Mode

Confirm Virtual Kiosk Promotional-Spot Order

Client Account: Client Account 1 Client Account No: BKS-CA-A-0002003 User Name: John Smith

Promotions have been placed on the Virtual Kiosks below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View Promotions button. Click Update Promotions to modify your Promotion Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Virtual Kiosk 1	PS		BKS-VK-A-0002003	http://www.sponsor1.com	NA	View Promotions
Virtual Kiosk 2	VS		BKS-VK-A-0002004	http://www.sponsor2.com	NA	View Promotions
Virtual Kiosk 3	PS		BKS-VK-A-0002005	http://www.sponsor1.com	NA	View Promotions
Virtual Kiosk 4	PS		BKS-VK-A-0002006	http://www.sponsor3.com	NA	View Promotions
Virtual Kiosk 5	VS		BKS-VK-A-0002007	http://www.sponsor2.com	NA	View Promotions

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Fig. 54ff

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